

# 1959 COMPETITION · SHOPPING CENTER SIGN

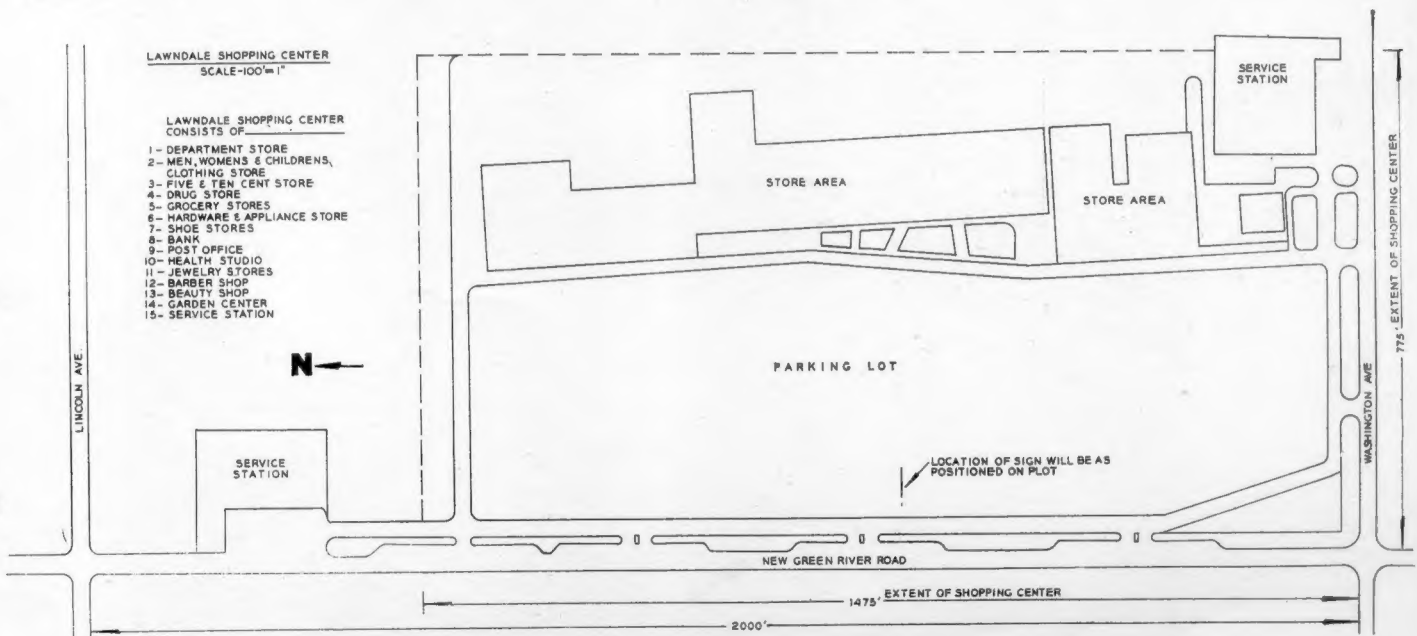
## DESIGN THE IDENTIFICATION SIGN FOR THIS SHOPPING CENTER

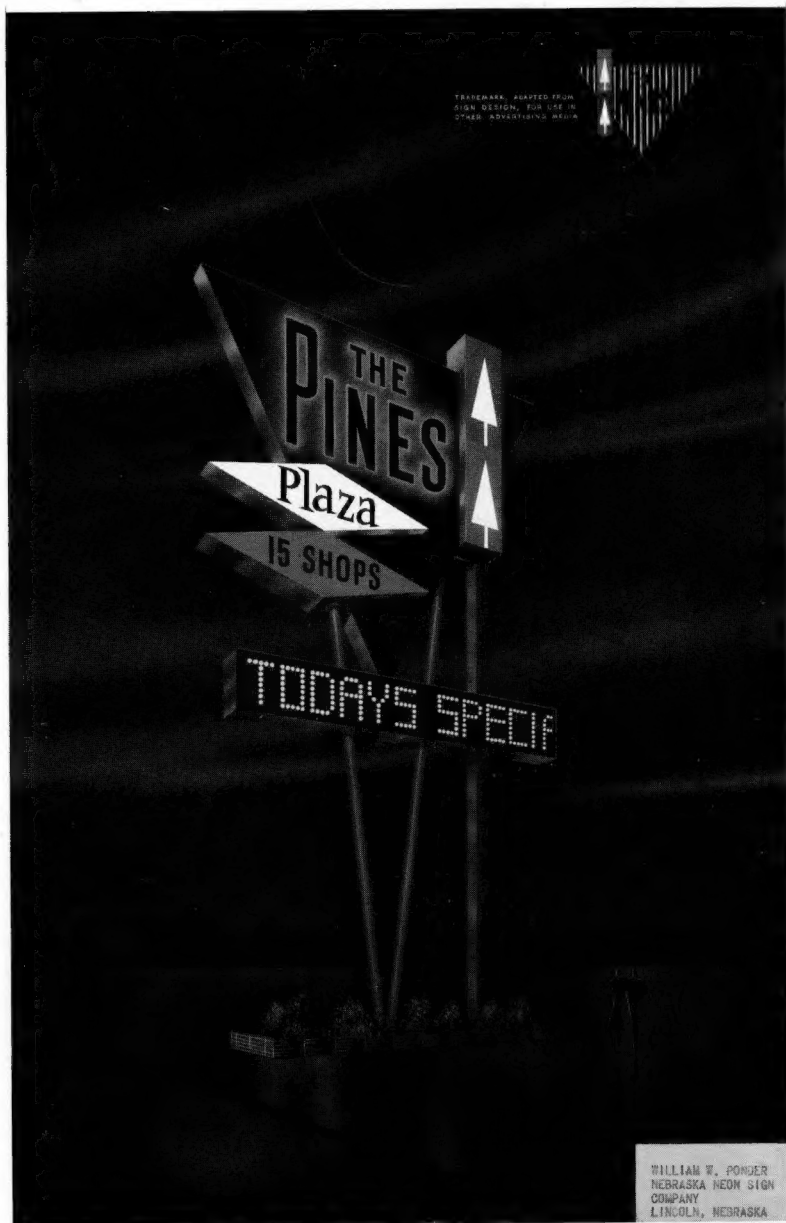
This medium-sized shopping center is located at the intersection of two equally important highways on the fringe of a midwestern city of approximately 200,000 population. The city is primarily industrial with several large manufacturing plants and serves as the trading center of the surrounding rural area for a radius of 75 miles.

The suburban area in which this new shopping center is located is steadily growing in population. Both highways carry heavy auto traffic from the area and the rural territory in and out of the city daily. There are other shopping centers in and around the city but none within several miles of this one. The central business district of the city also has a large shopping section.



As can be seen in the photograph a sizeable parking area has been provided which may be entered at several points from both highways. The owner wants to identify the shopping center in a distinctive manner with a sign, at the location shown on the plot plan, that will be visible in all directions.





## First Prize

**WILLIAM W. PONDER**  
**Nebraska Neon Sign Co.**  
 1140 N. 21st Street  
 Lincoln, Nebraska

### SPECIFICATIONS

Double-faced display 47½' high and 25' wide overall, supported on two 10" heavy wall steel pipes and one 18" I beam web-welded for strength and gives appearance of square post. Upper sign section 24' x 24' faced with corrugated sheet metal. "THE" in 24" raised metal letters with 4" returns outlined in 300 ma, 18 mm green fluorescent tubing. "PINES" the same except 8' and 5' letters.

The pine tree motif is 14' high, 3' wide and raised 6" from metal background. Faced with two shades of green plastic, the lower 6' pine tree shape is routed out and replaced with cemented white plastic. Each section interior illuminated by

eight 3-foot instant start fluorescent lamps. Entire top section designed as a trademark for use in other advertising media.

Diamond shaped modules each 15' long and 4' high are faced with white and yellow dimpled plastic interior illuminated.

Traveling message section 24' long and 3½' high with 8-lamp high bank to provide 32" letters. Messages transmitted from precoded tape may be used to promote special feature of the shopping center, civic affairs or leased to individual tenants to help defray operating costs, etc.

## Second Prize

T. GODWIN

Neon Products of Canada Limited

1644 Osler Street

Regina, Sask., Canada



### SPECIFICATIONS

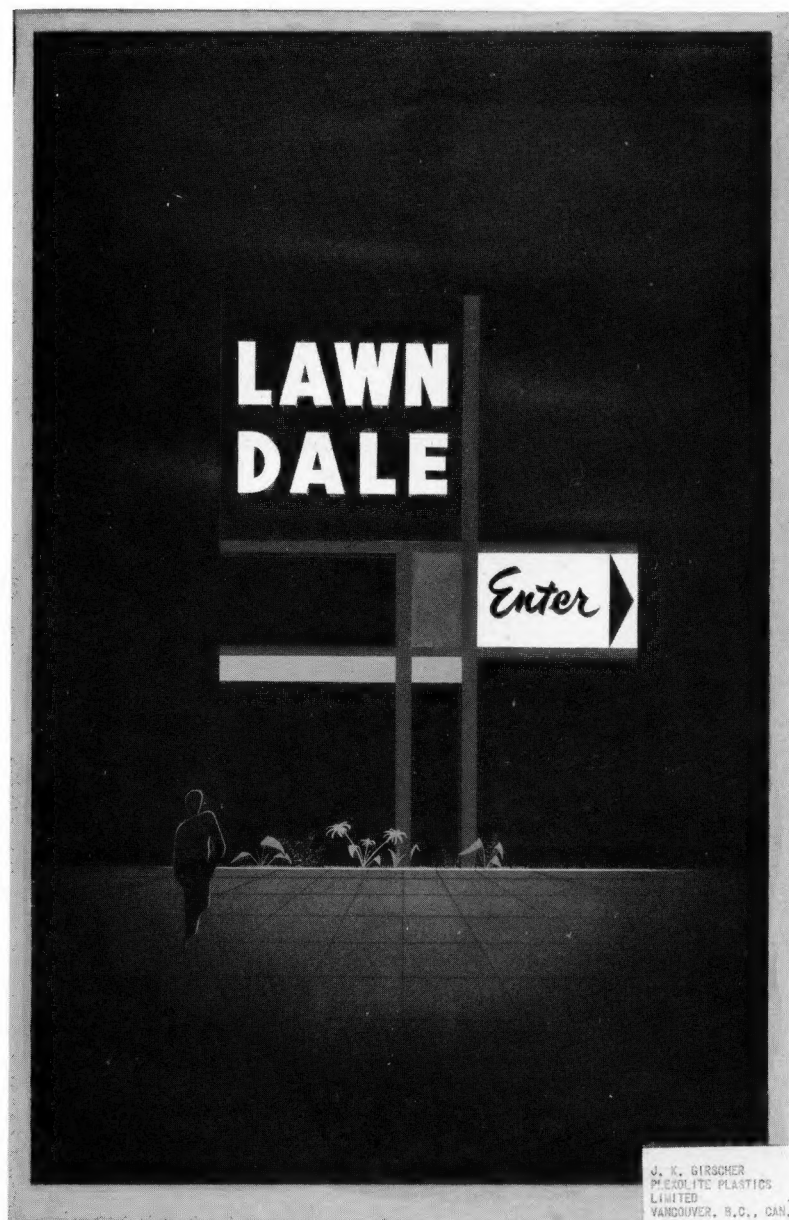
Tri-sided display 55' high, 17' wide on structure fabricated from plate steel to specifications of consulting engineers.

"SHOPPERS" 3' bevel-edge, 20 g. sheet metal letters stooped out 12" from face, illuminated by double apple green tubing.

"MALL" 16" channel sheet metal letters 5½' high

with white plastic faces interior illuminated by white tubing. Border around sign faces in fire-gold tubing.

Flashing sequence: (1) Shoppers on, Mall on, border off; (2) Shoppers off, Mall on, border comes on left to right in banks of three to all on; (3) Shoppers on, Mall on, border on; (4) Shoppers on, Mall on, border goes off right to left in banks of three to all off; (5) Repeats.



## Third Prize

J. K. GIRSCHER

*Plastolite Plastics Limited*

311 E. 6th Avenue

Vancouver, B.C., Canada

## SPECIFICATIONS

Double-faced pylon sign 37' high supported by two structural channels. Main section 16' square has 1/4" red plastic faces suspended from top by hanging bars, interior illuminated by two rows 8-foot T12, H.O. fluorescent lamps on 8" centers.

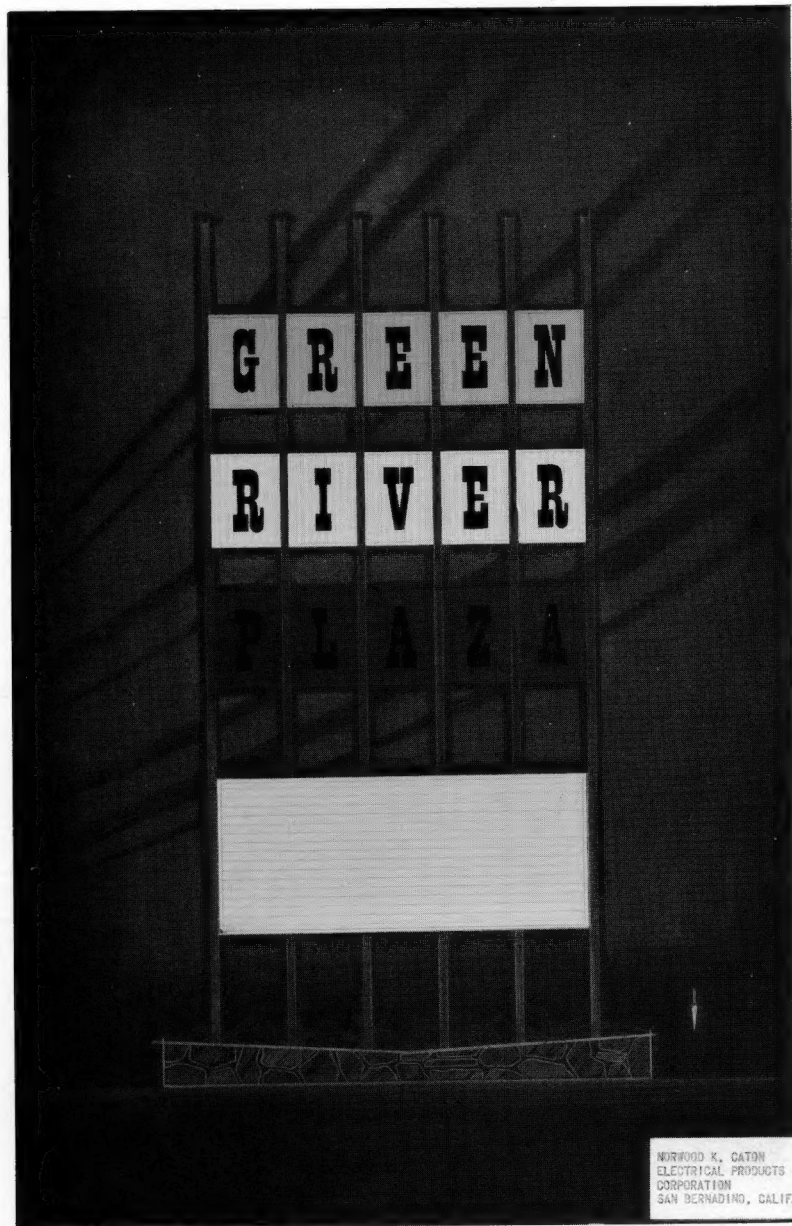
Faces cut out behind "LAWNDALE" 48" fabricated plastic letters with white faces, 3" black returns and 13" stroke.

Directional panel 6' x 10 1/2' has white plastic faces with "ENTER" in black cut-out plastic letters 18 to 40 inches high and red plastic arrow. Center panel 39" x 72" has yellow plastic faces and flashes on and off. Lower panel 12' above ground has blue plastic faces. Three lower panels interior illuminated by fluorescent tubing.



## Fourth Prize

NORWOOD K. CATON  
Electrical Products Corporation  
355 South "E" Street,  
San Bernadino, California



## SPECIFICATIONS

Double-faced display 55'9" high, 26'6" wide supported by I-beams painted charcoal gray.

"GREEN RIVER PLAZA" 4' high black cut-out flat plastic letters mounted on yellow, white and orange plastic decking faces in 6'1" x 4'6" metal cabinets which are painted to match faces. All

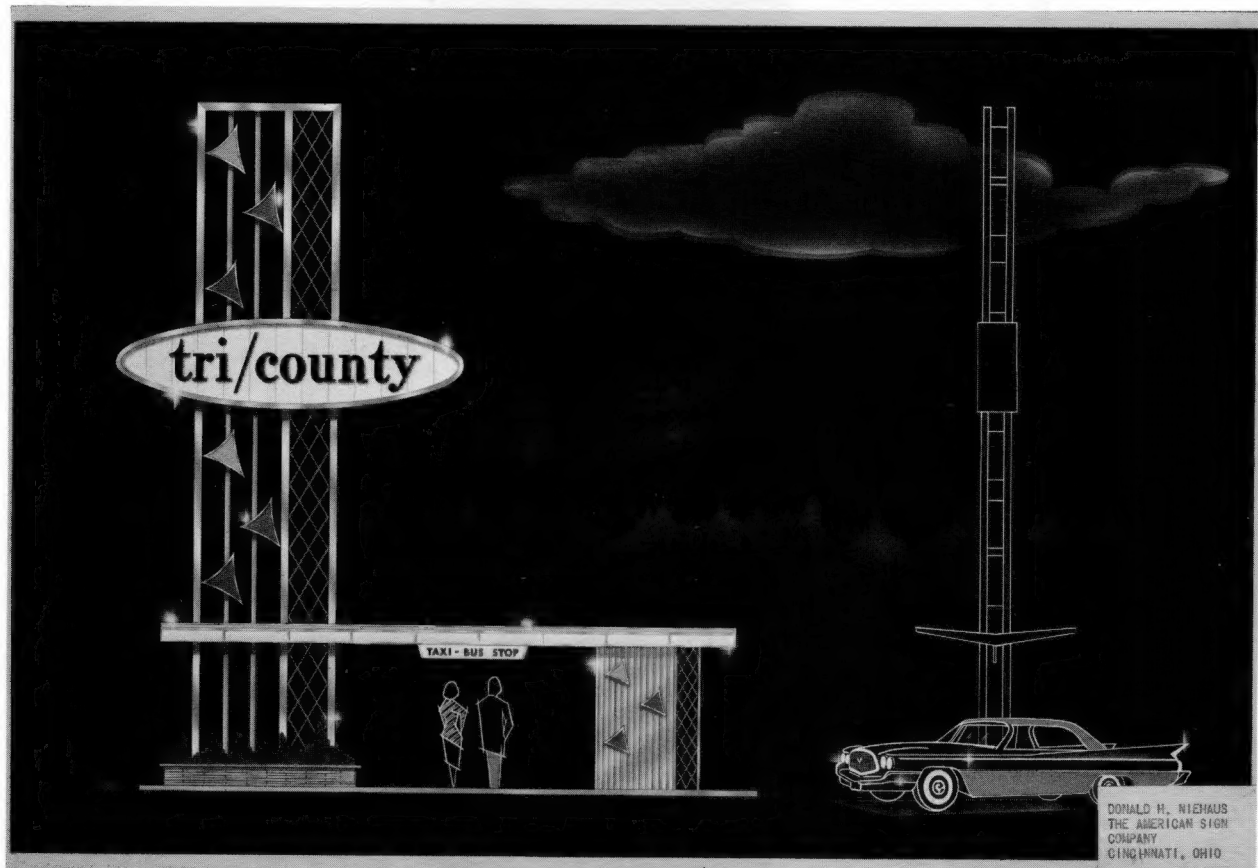
name panels interior lighted by slimline lamps.

Changeable copy panel 10' high, 24'3" wide has white corrugated plastic faces with 16 bars of metal track on 7" centers to accommodate various letter sizes. Metal cabinet painted white and inside illuminated by slimline lamps.

## Honorable Mention

DONALD H. NIEHAUS

American Sign Company, 926 State Avenue, Cincinnati, Ohio



### SPECIFICATIONS

Double faced display 42' 3" high, 39' long including canopy. Vertical structure has H-beams covered with aluminum with criss-cross design of cast aluminum. Painted poles support triangles of multicolored textured plastic faces with aluminum spreaders and rims. Triangles interior illuminated by white tubing flash downward in sequence.

Name panel 21' 10" x 5' 6" of 20 g. metal with aluminum spreader and box-type molding, interior illuminated by six 6', four 8' and three 5' high output T-12 fluorescent lamps on each side. "TRI/COUNTY" in fabricated plastic letters with black

faces and gray translucent returns mounted on 20" channel white plastic faces.

Canopy 36' long, 10' wide, 9' above ground has aluminum top and corrugated aluminum panel at end to cover supports. Canopy bottom of white plastic panels and sides of blue plastic lighted inside by 54-6' HO T-12 lamps.

Panels have removable aluminum rims for use in servicing. Taxi - Bus Stop panel in white plastic and triangles in colored textured plastic are not illuminated but receive light from canopy.

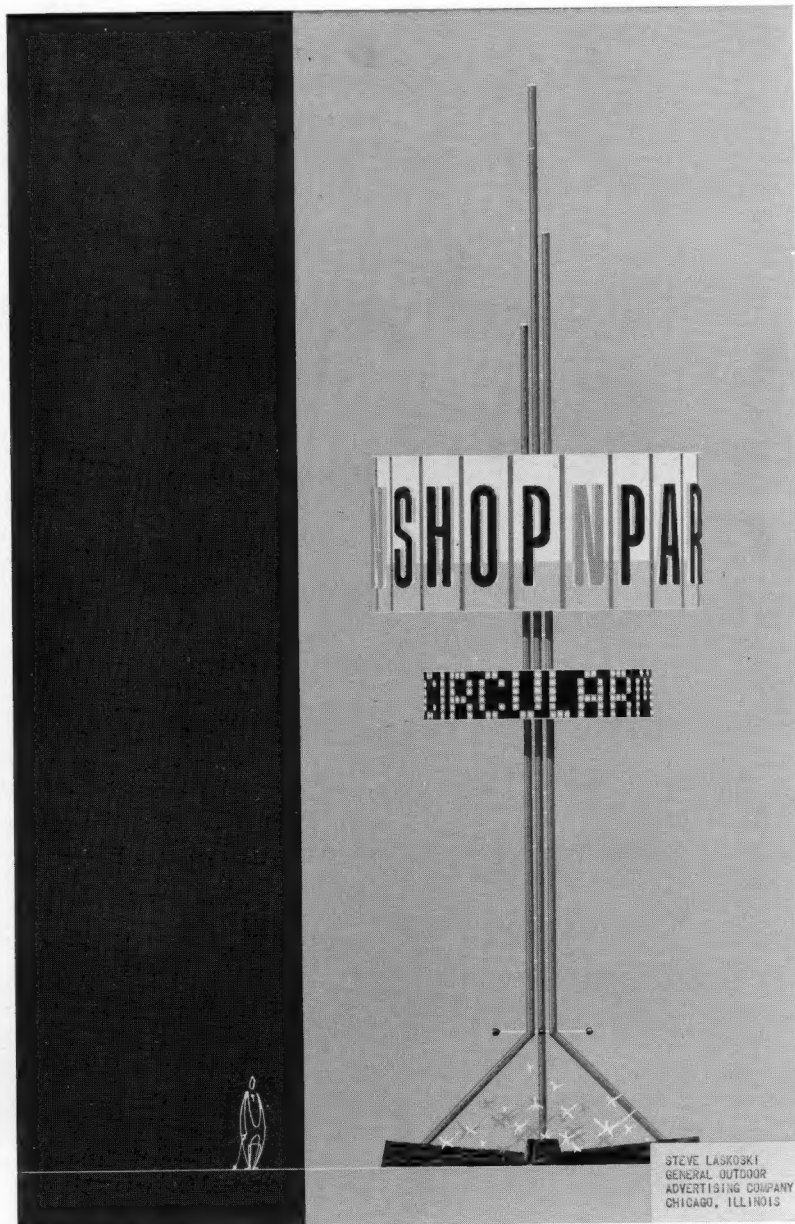
## Honorable Mention

STEVE LASKOSKI

General Outdoor Advertising Co.

515 S. Loomis Street

Chicago, Illinois



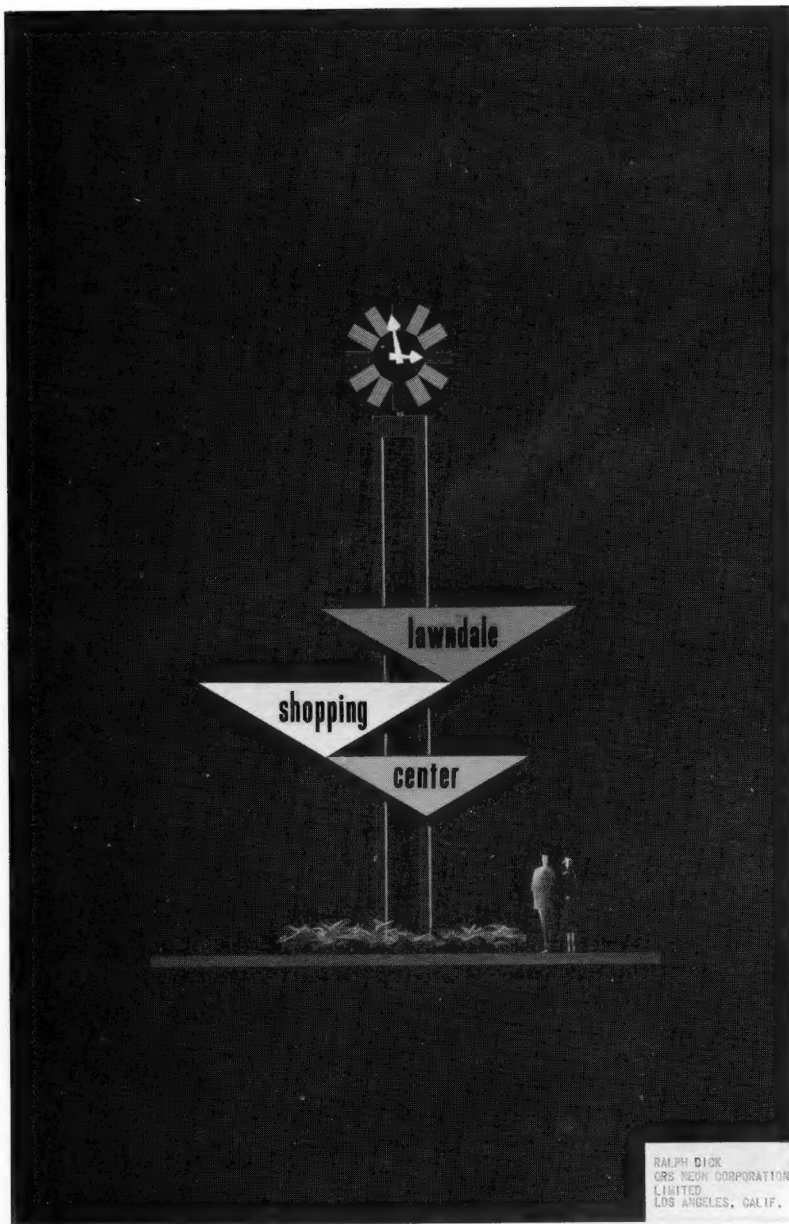
### SPECIFICATIONS

Revolving display 21' in diameter mounted 46' above ground on four 6" heavy duty pipes tied together by a series of 1/2" thick square steel plates welded to poles set in concrete.

Letters 6 1/2' high of stainless steel channel with red plastic faces illuminated by double rose neon tubing in "SHOP" and "PARK" and turquoise faces with double turquoise tubing in the "N's".

Letters mounted on twenty 3' x 10' interior lighted plastic faced modules which revolve to read "SHOP-N-PARK" then "PARK-N-SHOP."

Circular traveling message panel has bright light unit with message start at point toward stores and running around and out at starting point. It can be used to feature general promotion or leased to individual tenants if desired.



RALPH DICK  
QRS NEON CORPORATION  
LIMITED  
LOS ANGELES, CALIF.

## Honorable Mention

RALPH DICK  
QRS Neon Corp., Ltd.  
1717 Cordova Street  
Los Angeles, Calif.

### SPECIFICATIONS

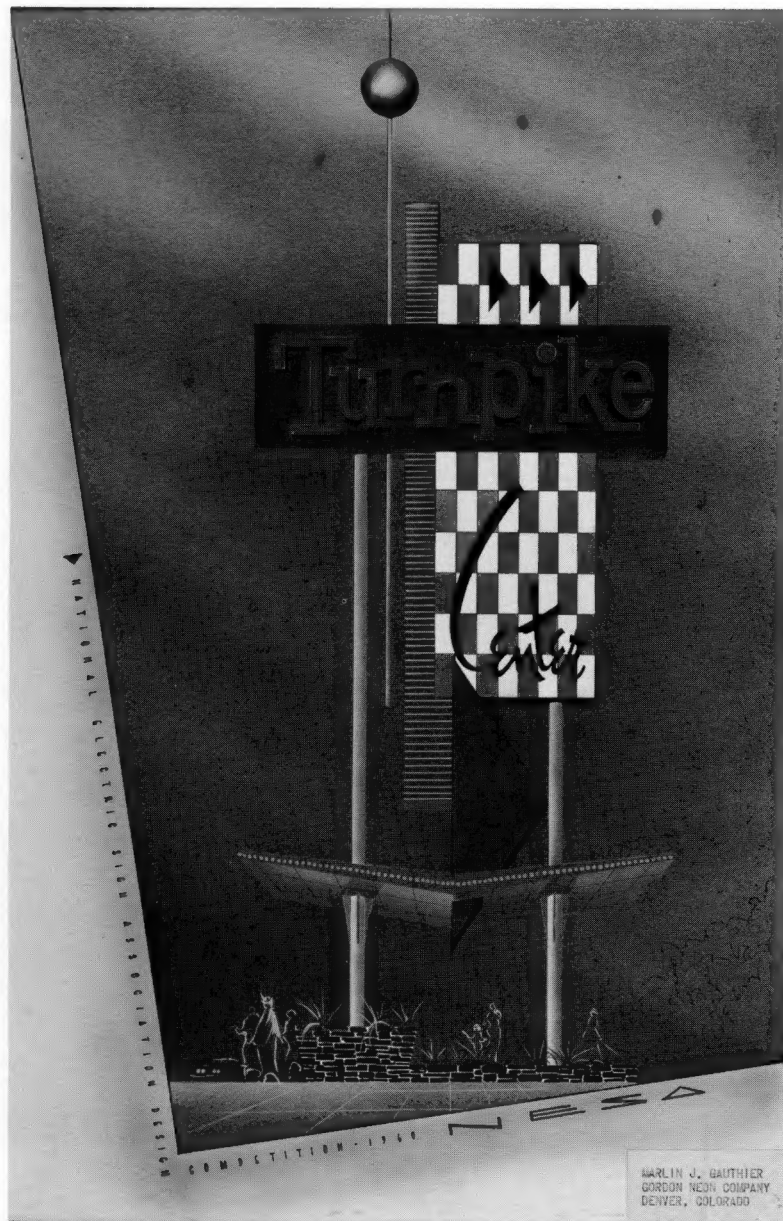
Double faced pylon sign 42' high, 24' wide supported by I-beams set in concrete base. Revolving clock 7' in diameter has 4 rows midnight-blue and ruby-red tubing hour markers and double white fluorescent tubing hands.

The three lower cabinets have white corrugated plastic faces in interior, lighted by various sizes of slimline lamps. "LAWNDALE SHOPPING CENTER" in 24" to 15" black cut-out 3/16" plastic letters pegged out 3/4" from background.



## Honorable Mention

MARLIN J. GAUTHIER  
Gordon Neon Company  
2020 Lawrence Street  
Denver, Colorado

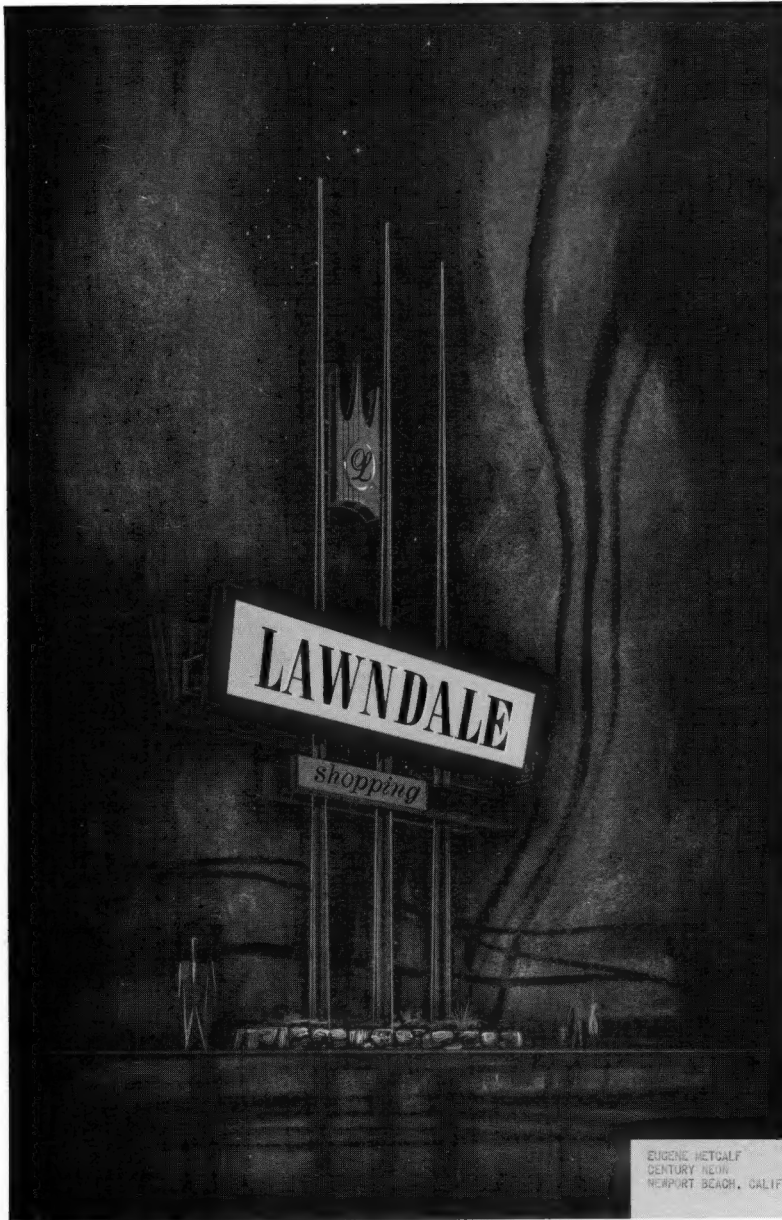


## SPECIFICATIONS

Double faced metal and plastic display 56' high, 27' wide supported by two 12' heavy wall pipes. "TURNPIKE" 6' to 3'6" pan channel letters with double tangerine tubing mounted on 8' x 27' galvaneal cabinet. "CENTER" 6'6" to 2'6" reverse pan channel letters mounted on white and yellow checkered plastic with metal dividers, interior illuminated by fluorescent lamps.

Vertical panel of green horizontal decking illuminated by green tubing on 4" centers flashed to sweep on and off. Plastic sphere 42" in diameter interior lighted by 2 pairs 3' fluorescent lamps.

Metal canopy 27' x 7' has traveling lamps on 4" centers around edge. Arrow shape is painted galvanealed cabinet.



## Honorable Mention

EUGENE METCALF

Century Neon Company

483 N. Newport Blvd.

Newport Beach, Calif.

EUGENE METCALF  
CENTURY NEON  
NEWPORT BEACH, CALIF.

## SPECIFICATIONS

Crown motif metal cabinet with painted gold face and thin black stripes on one half has 3' diameter yellow plastic circle with painted "L" lighted from within. It is supported by pipes extending laterally to the charcoal gray tapered steel pipes.

"LAWNDALE" in 4' black flat cut-out plastic letters on white waffle plastic faces, interior illuminated. Canted out 8" at top, the cabinets have

gold painted flat metal molding extending 2" from face, and are attached to pipes by angle iron cabinets finished in flat metal.

"SHOPPING CENTER" 18" to 12" flat cut-out black plastic letters on yellow and orange plastic faces. These interior illuminated cabinets, painted to match faces, are 14' x 30" x 10".

## Honorable Mention

LYNDON R. LOCKREM

General Outdoor Advertising Co.

515 S. Loomis Street

Chicago, Illinois



### SPECIFICATIONS

Double faced display 53' x 16' overall supported by two sheet metal covered I-beams and angle iron stringers. Faces are painted corrugated metal on which is applied six flat metal stars illuminated by a single neon tube.

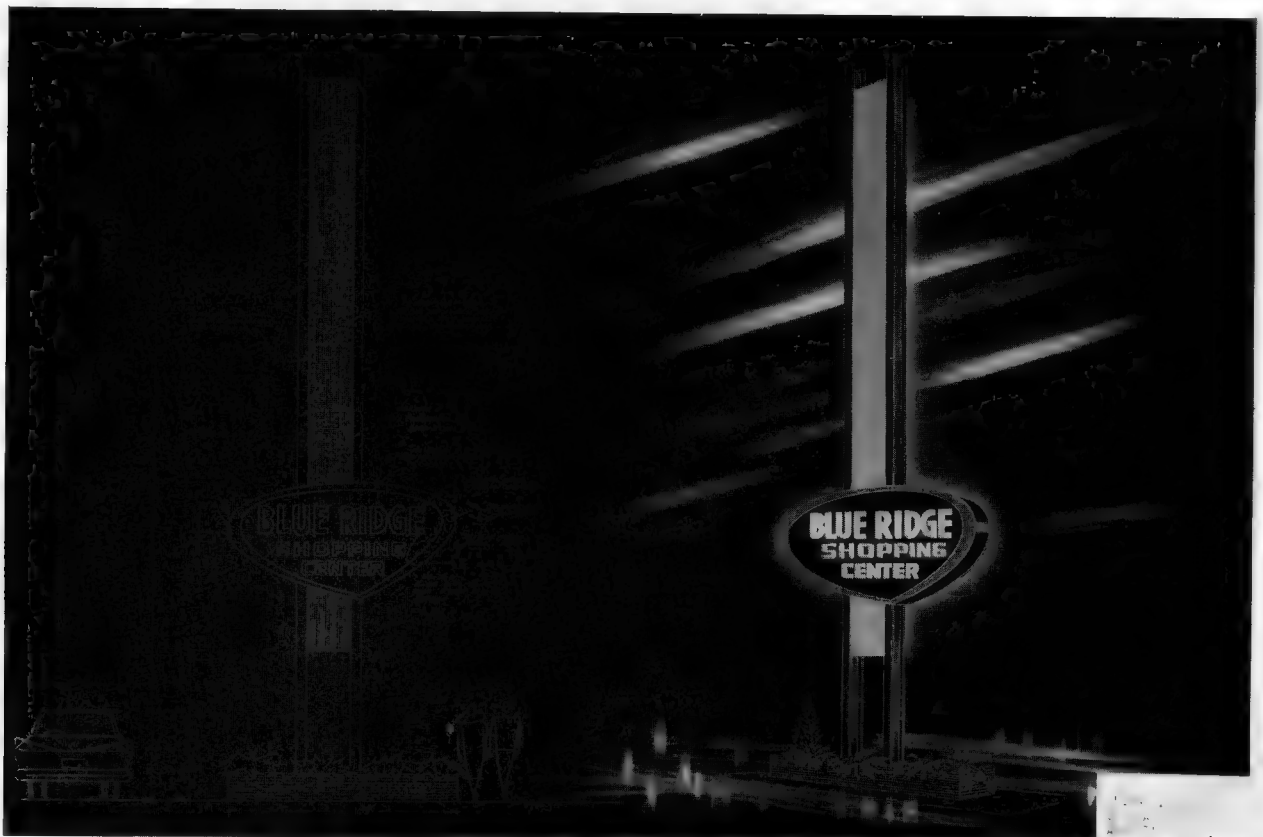
"CANNON FALLS" self-contained neonized channel letters cantilevered off display face by angle irons. Back of letters finished in contrasting color

from faces for purpose of legibility from either direction.

Crest embellishment of fabricated metal with channel border and letters illuminated by double tubing. This trade mark symbol is supported by a 6-inch heavy duty pipe set in concrete and tied to I-beam with angle iron.

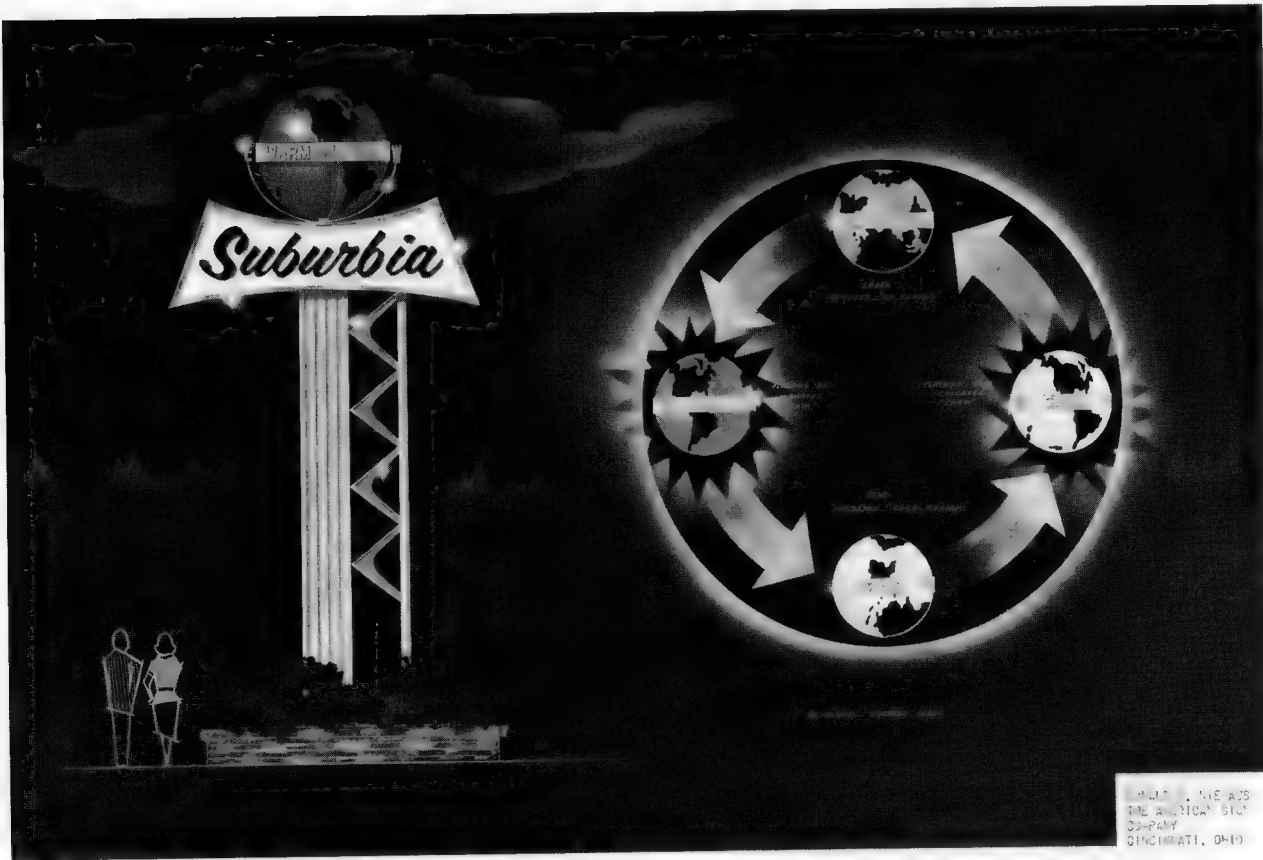


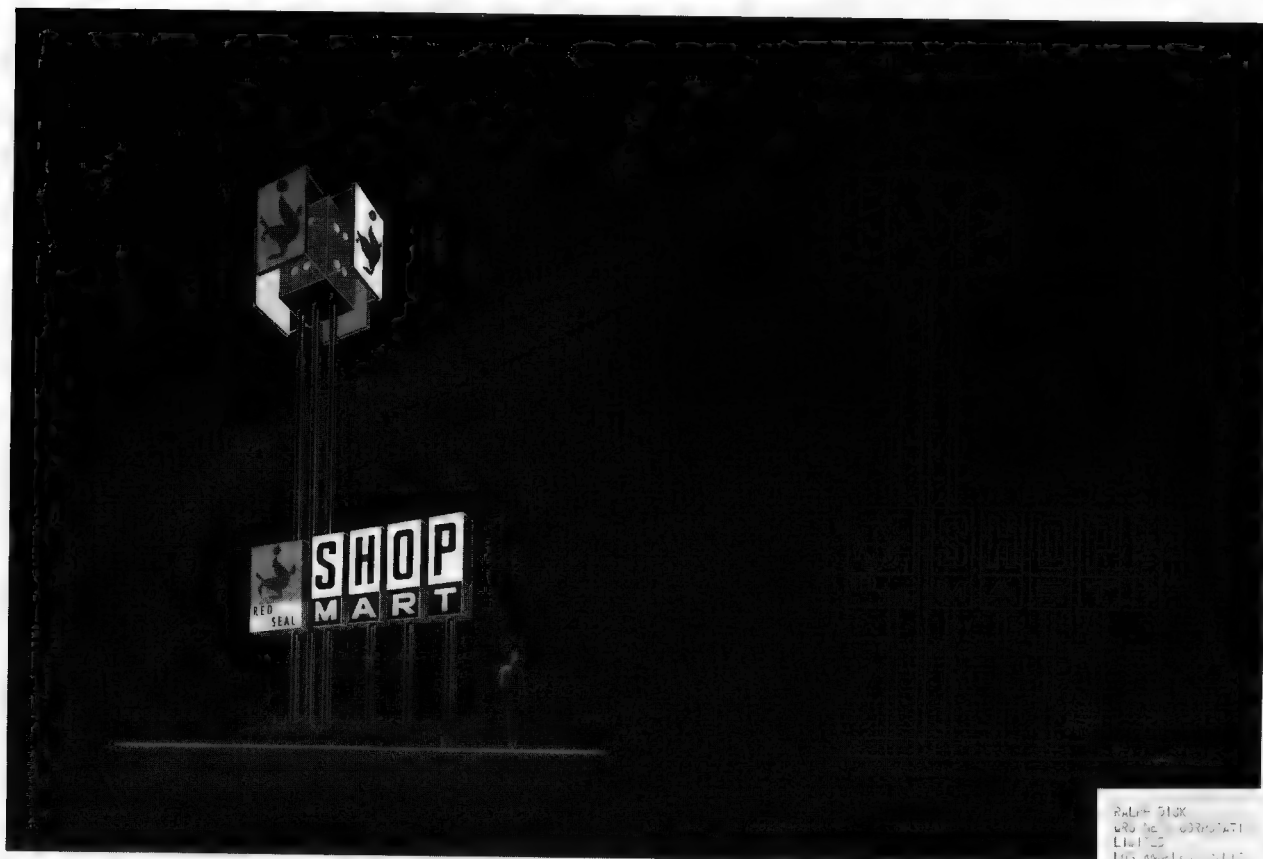
Longacre Piliatzia  
5000 Car Parking  
Open Every Night  
Watch for our Grand Opening - Soon



Blue Ridge Shopping Center  
Large illuminated sign  
Two tall poles supporting the sign



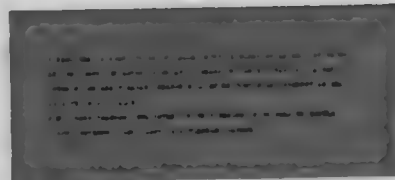




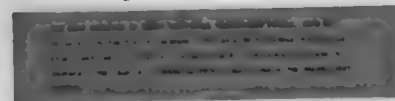
PAUL DICK  
LAWRENCE CORPORATION  
LIMITED  
LOS ANGELES, CALIF.



PAUL DICK  
LAWRENCE CORPORATION  
LIMITED  
LOS ANGELES, CALIF.



concept



operation





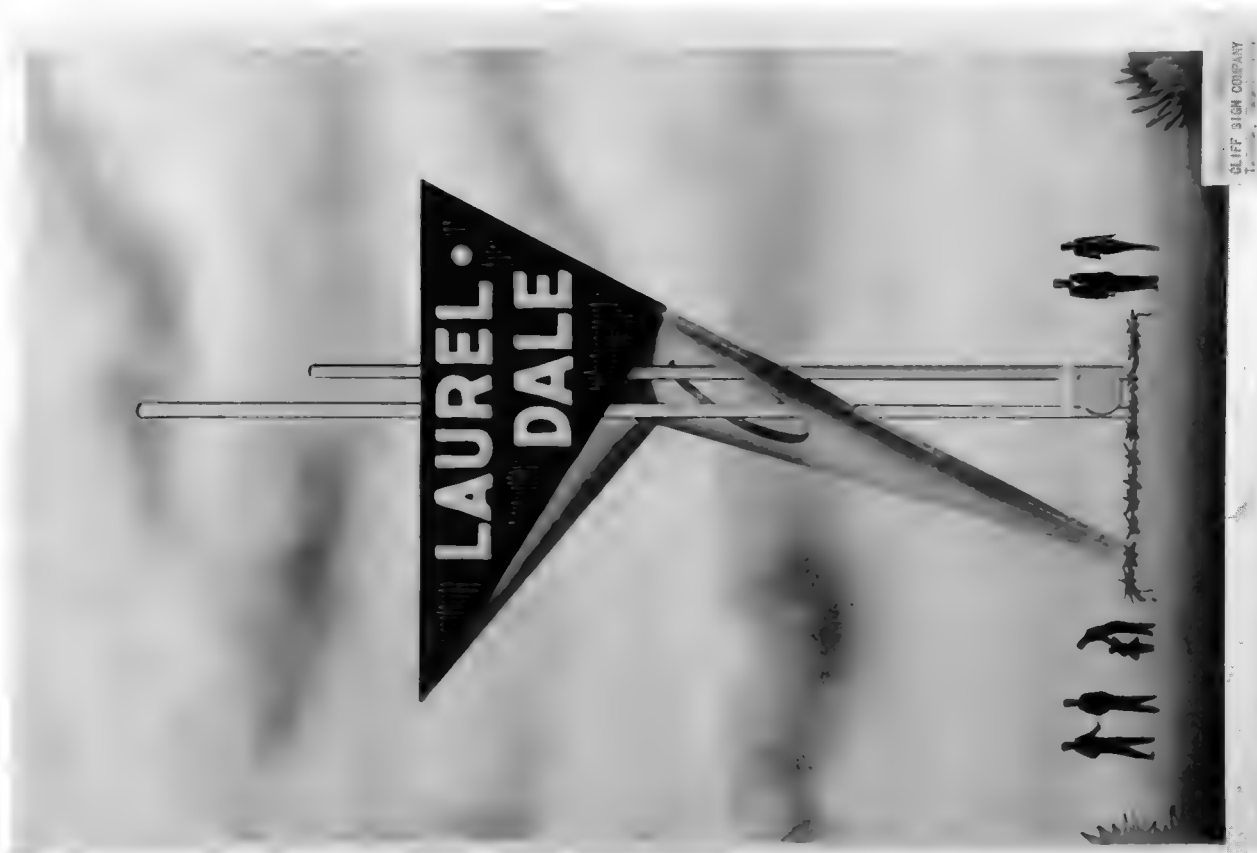




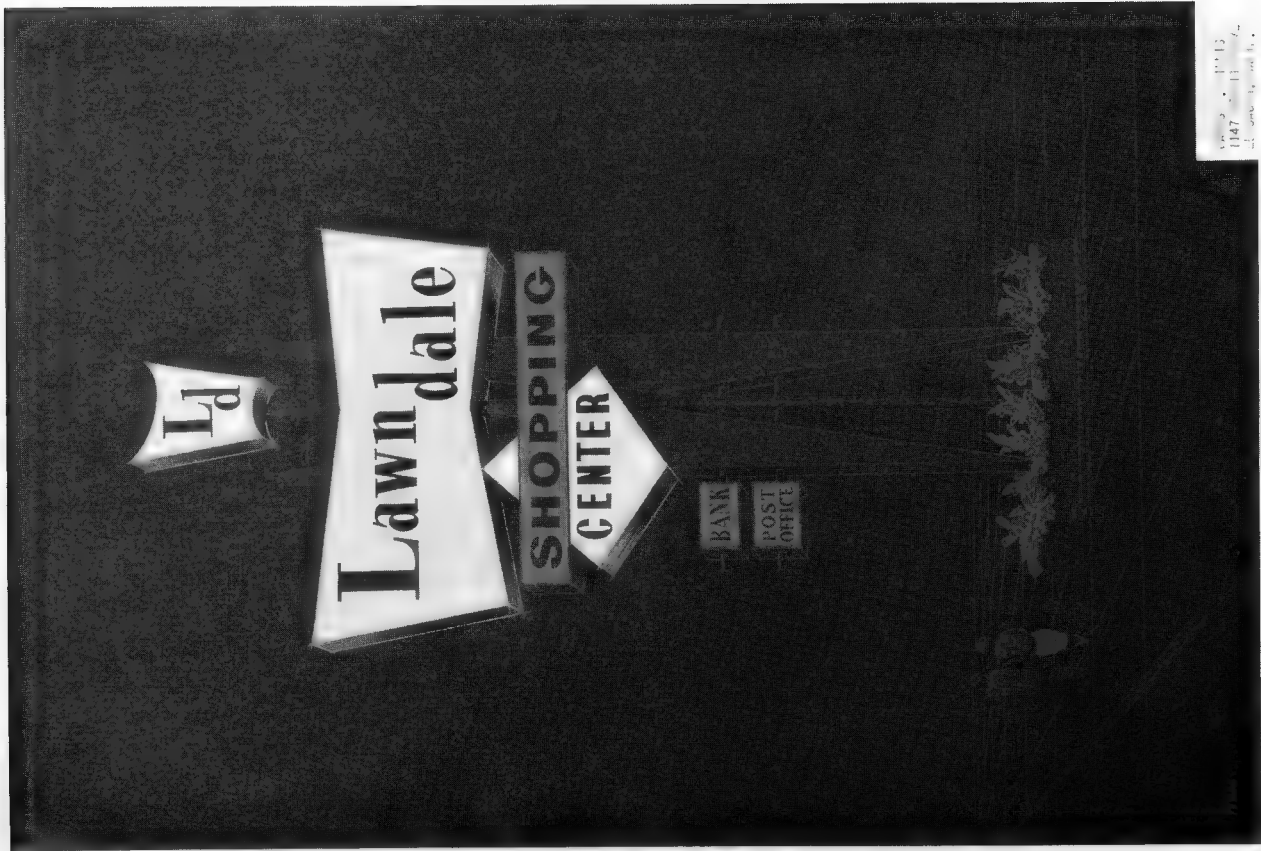
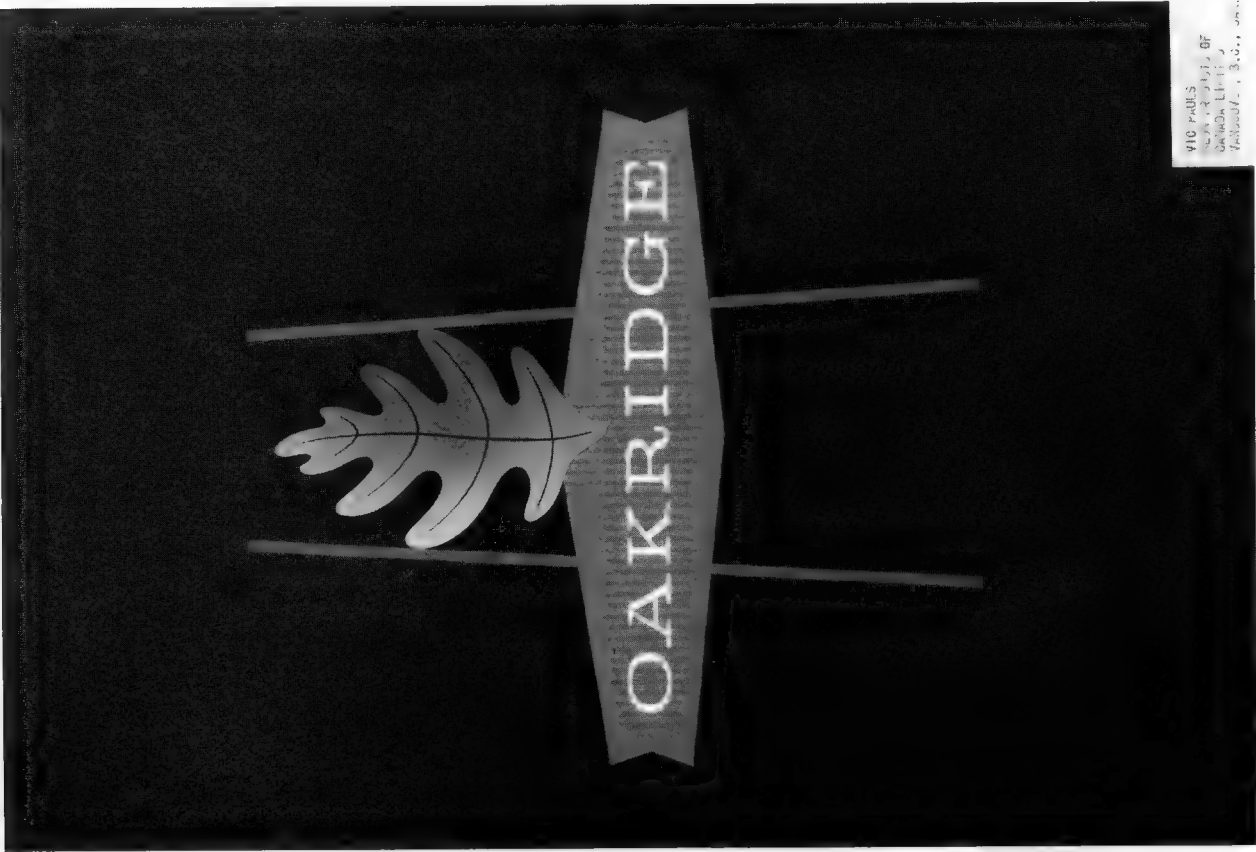


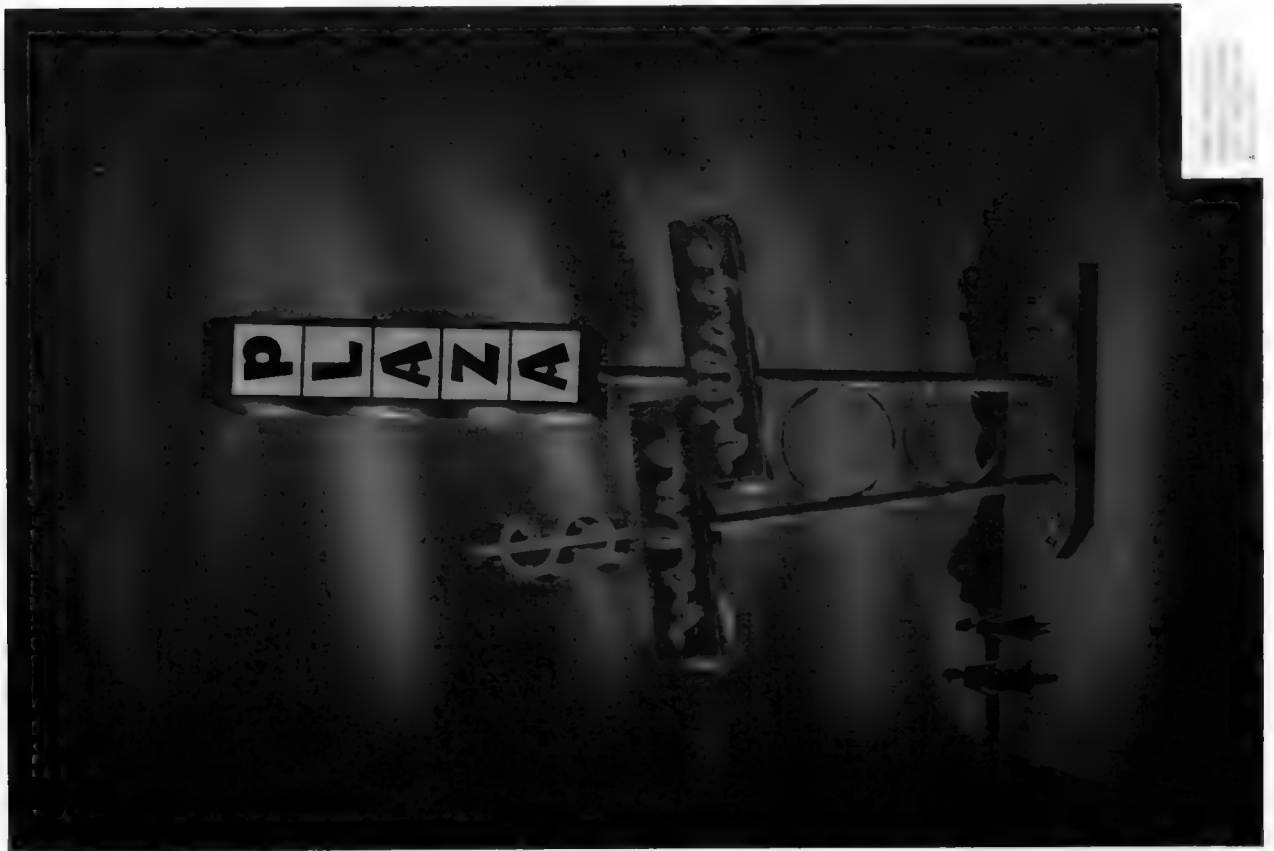




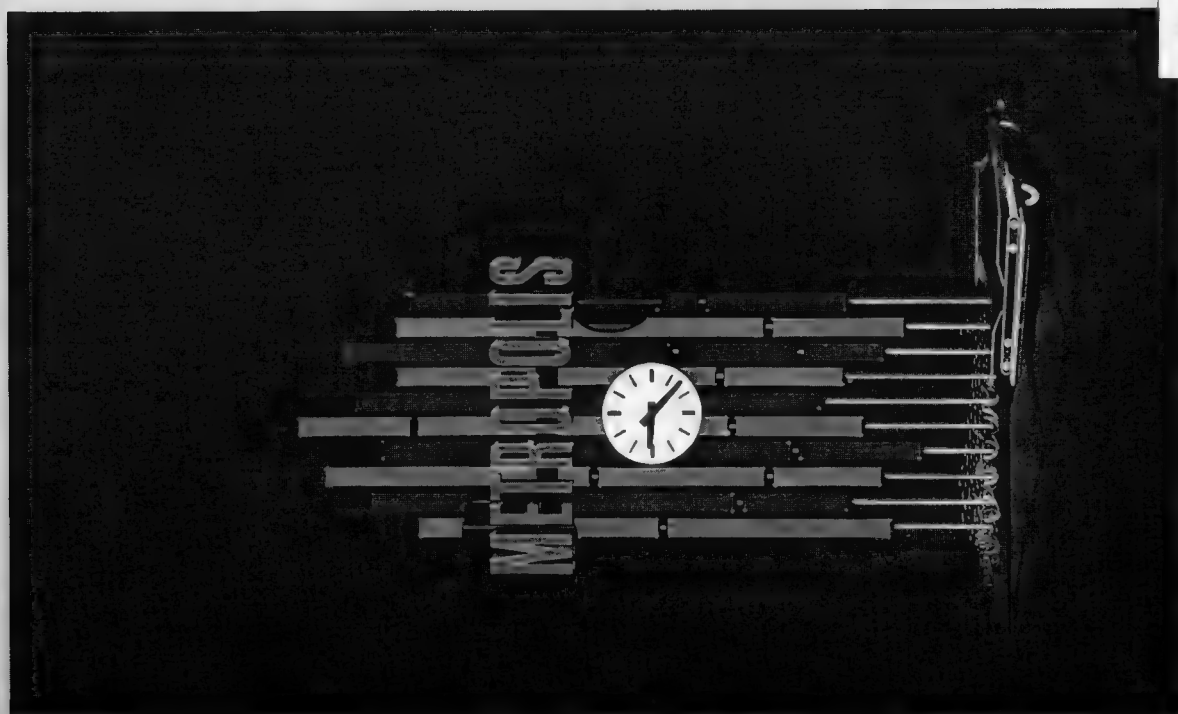


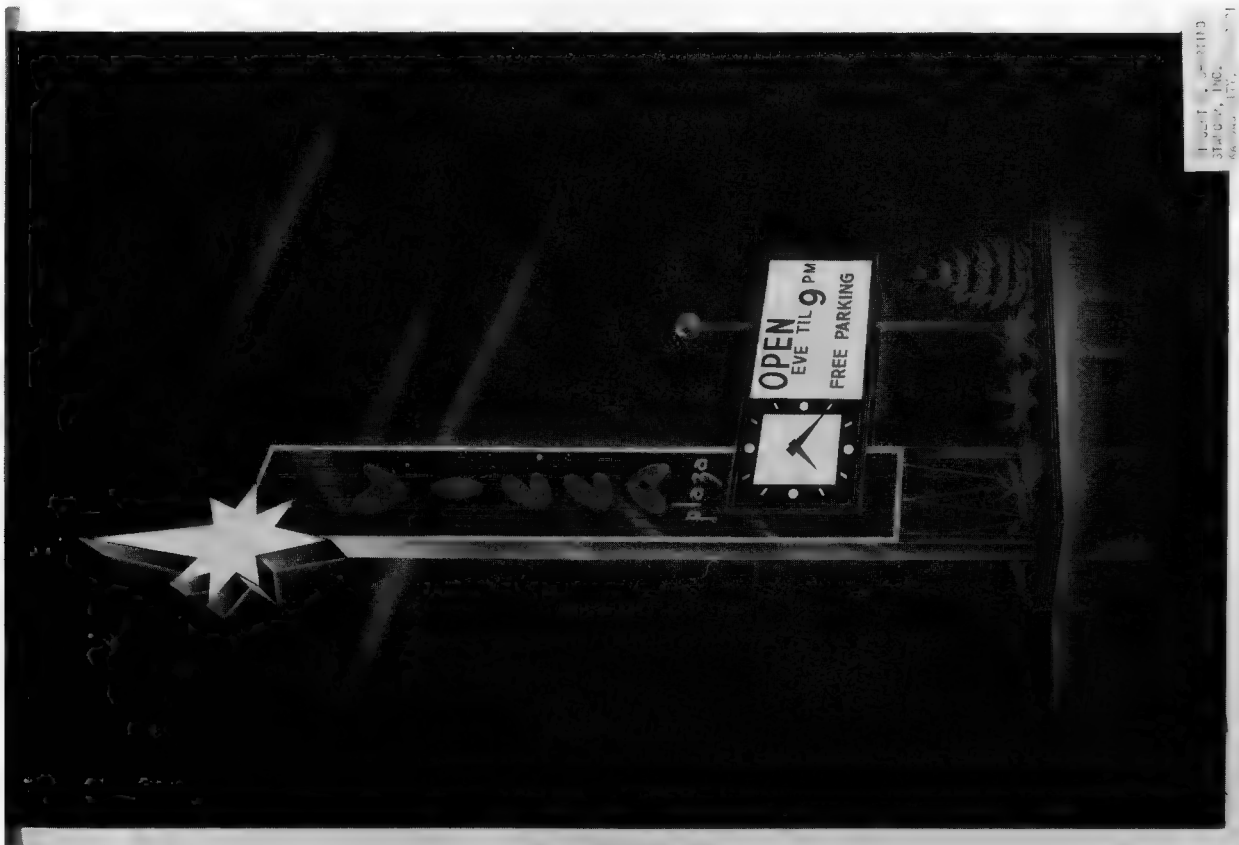
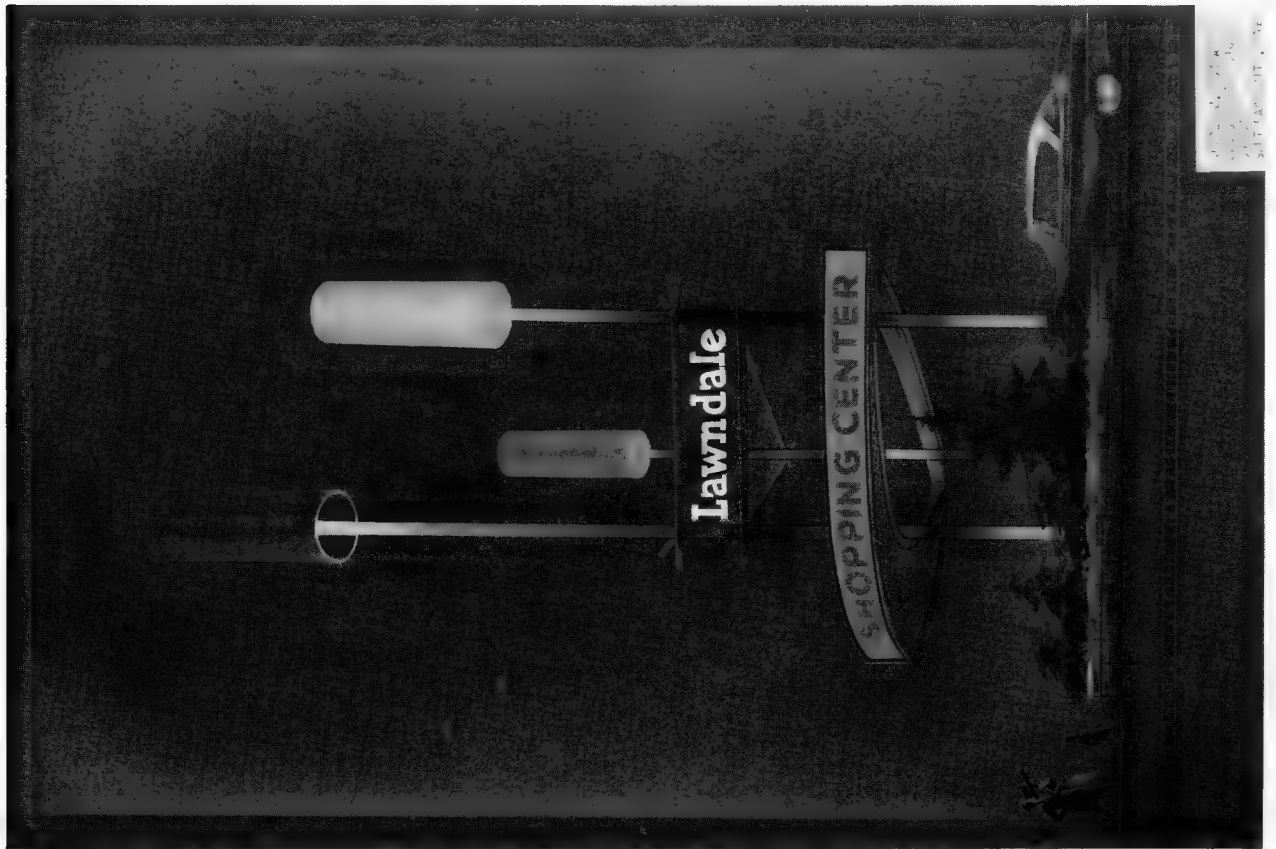




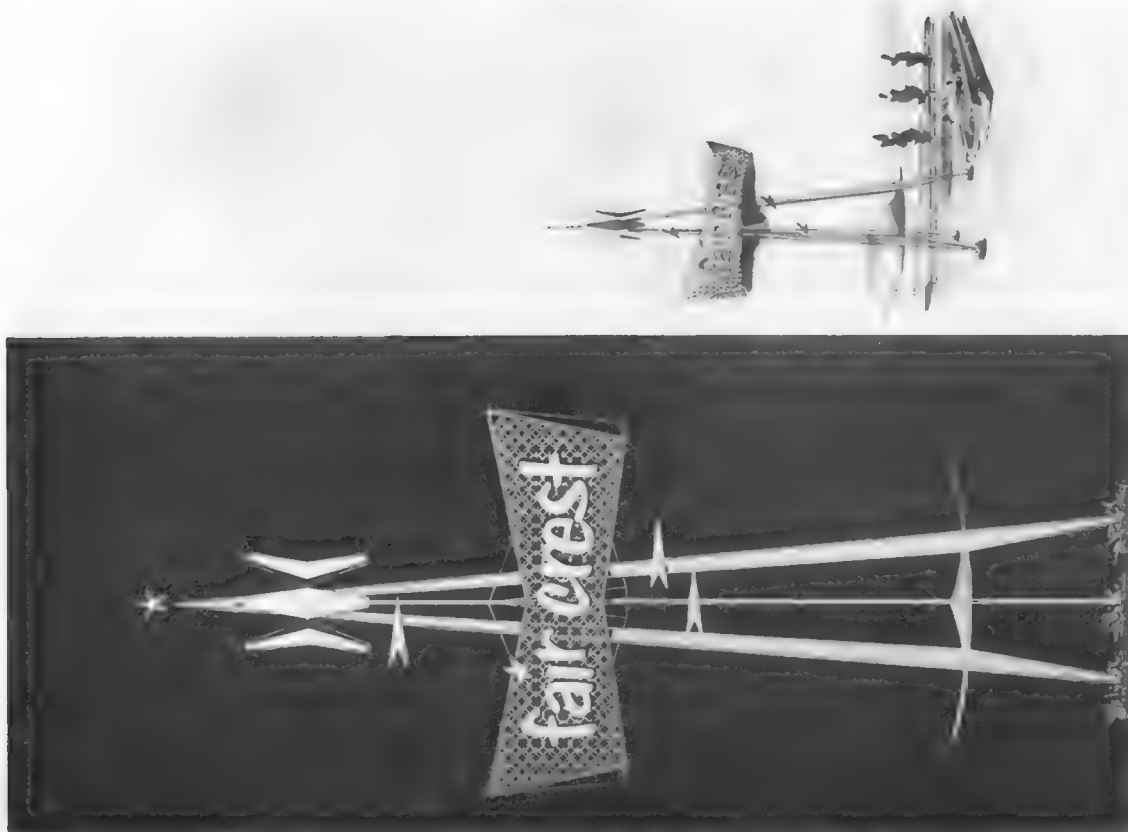
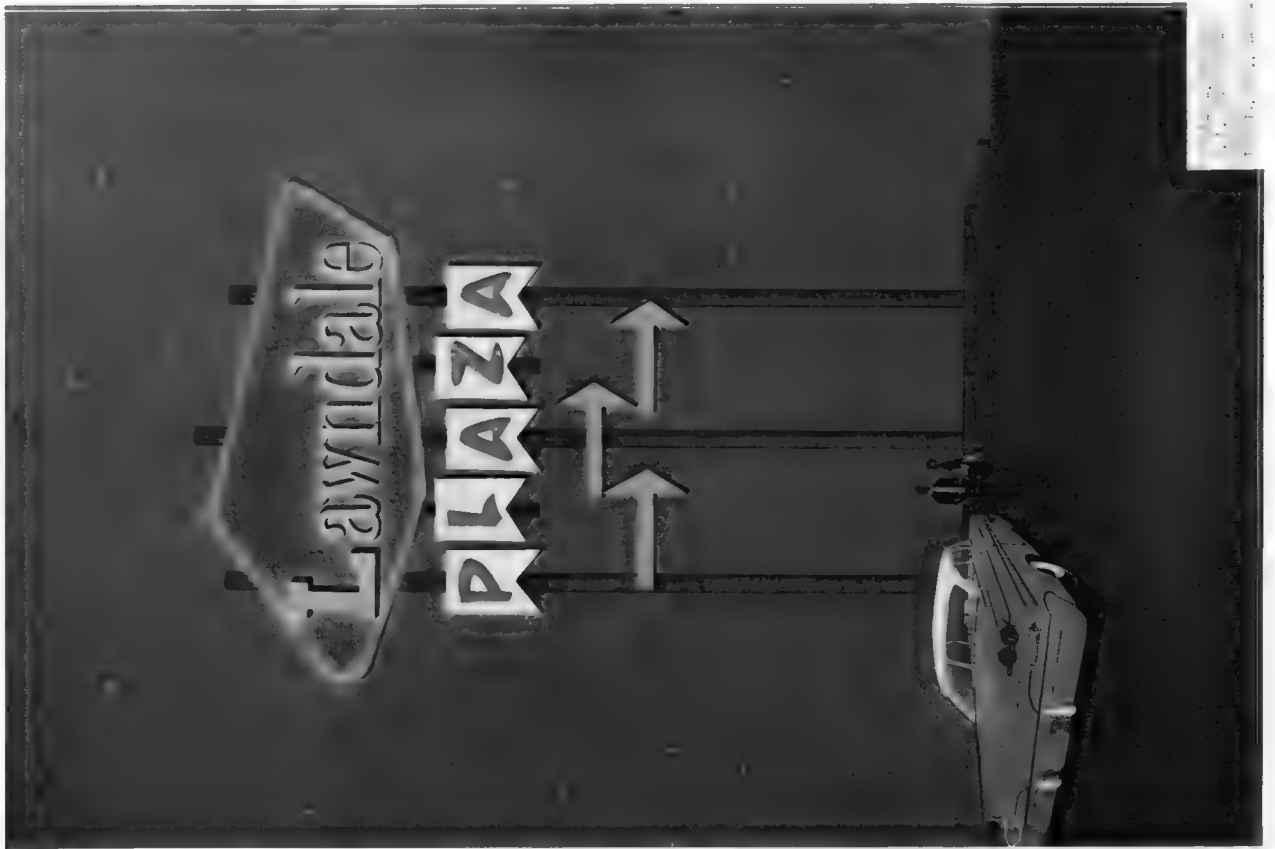




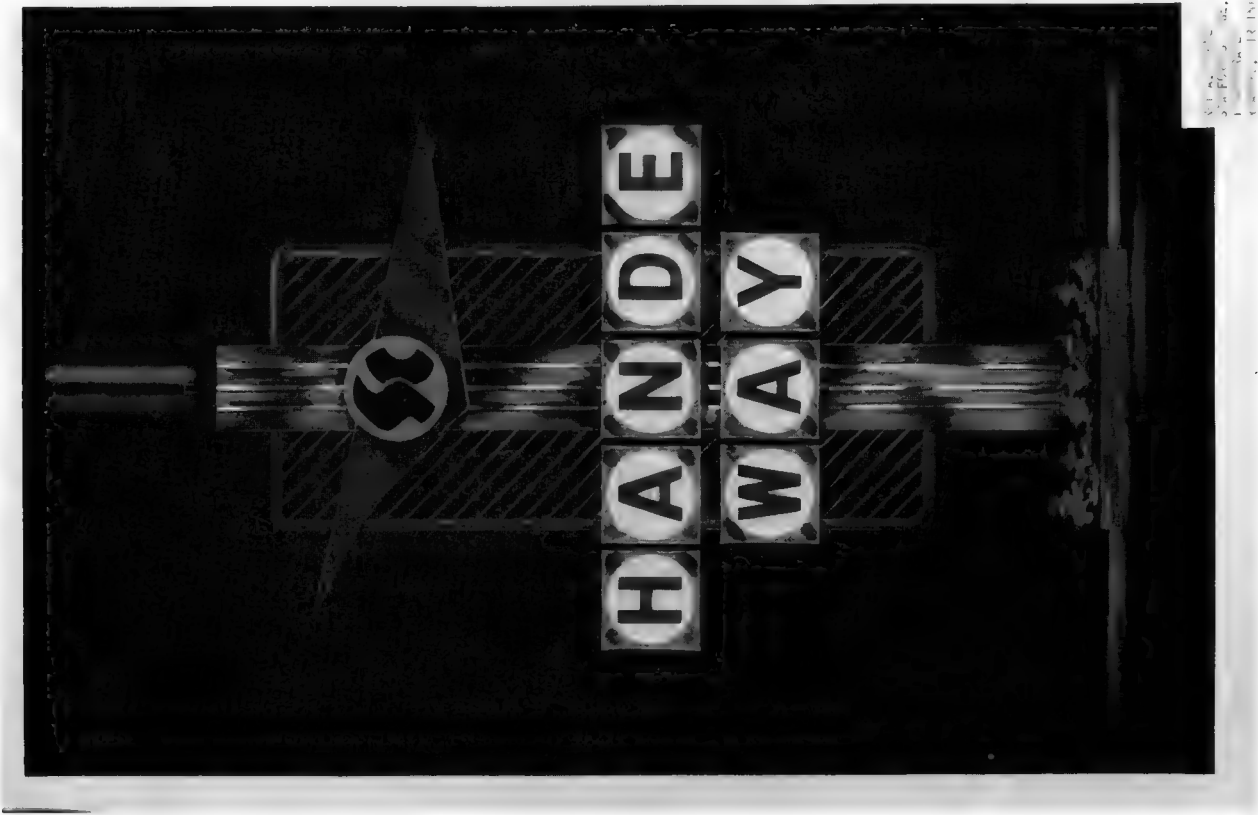


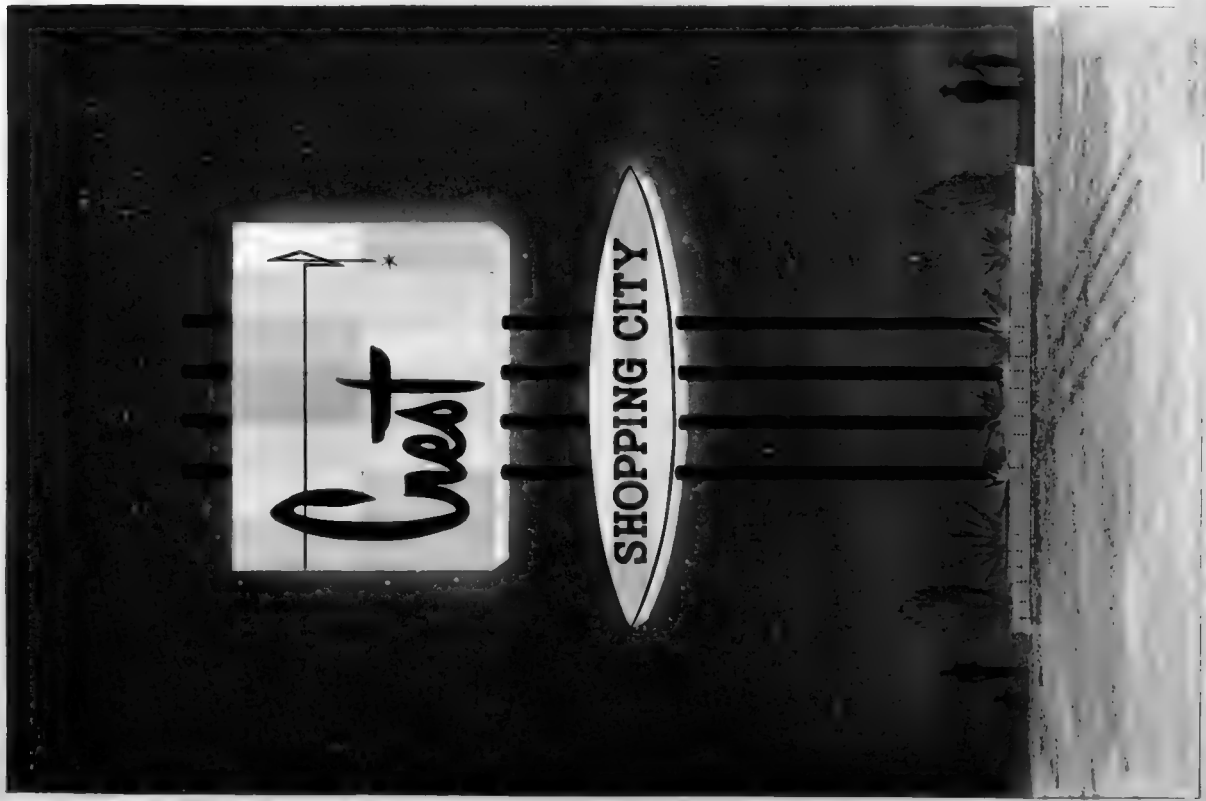




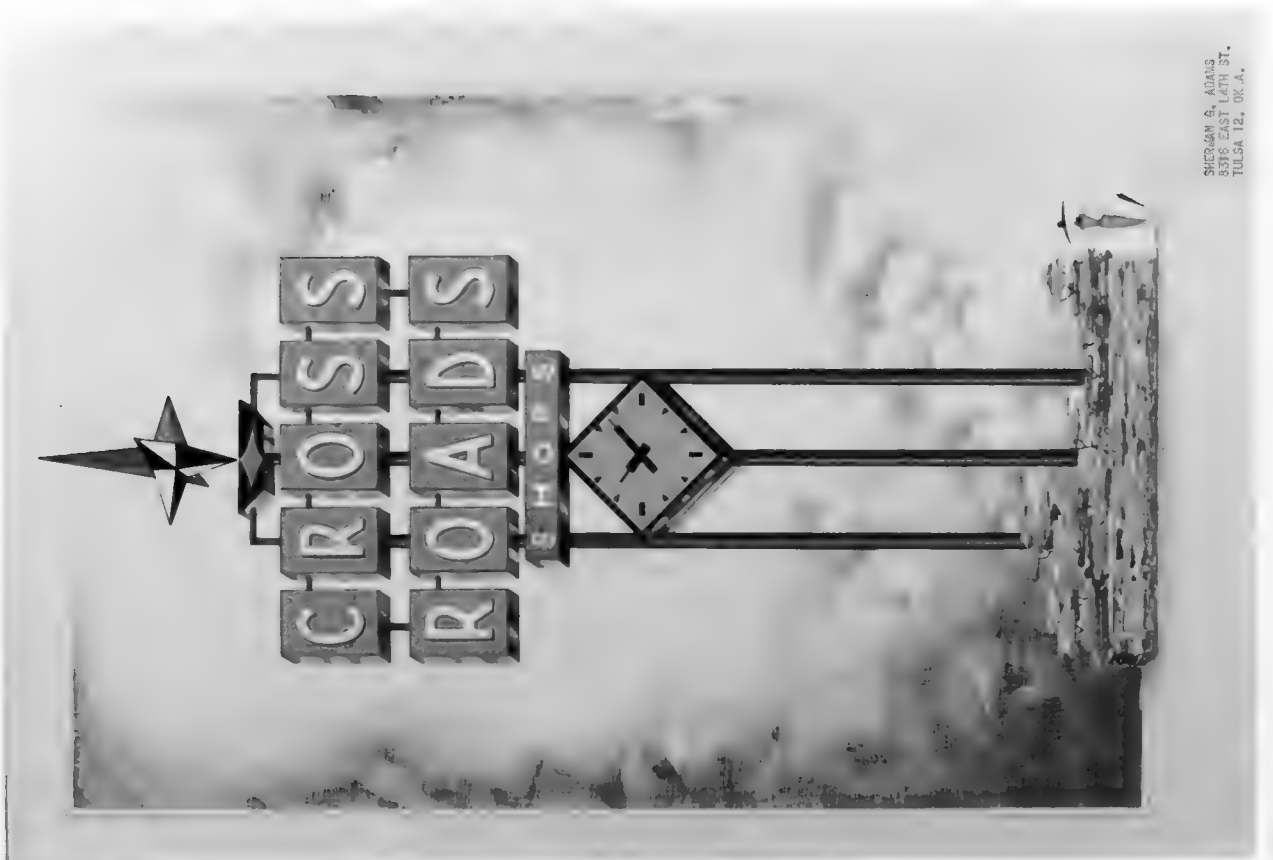




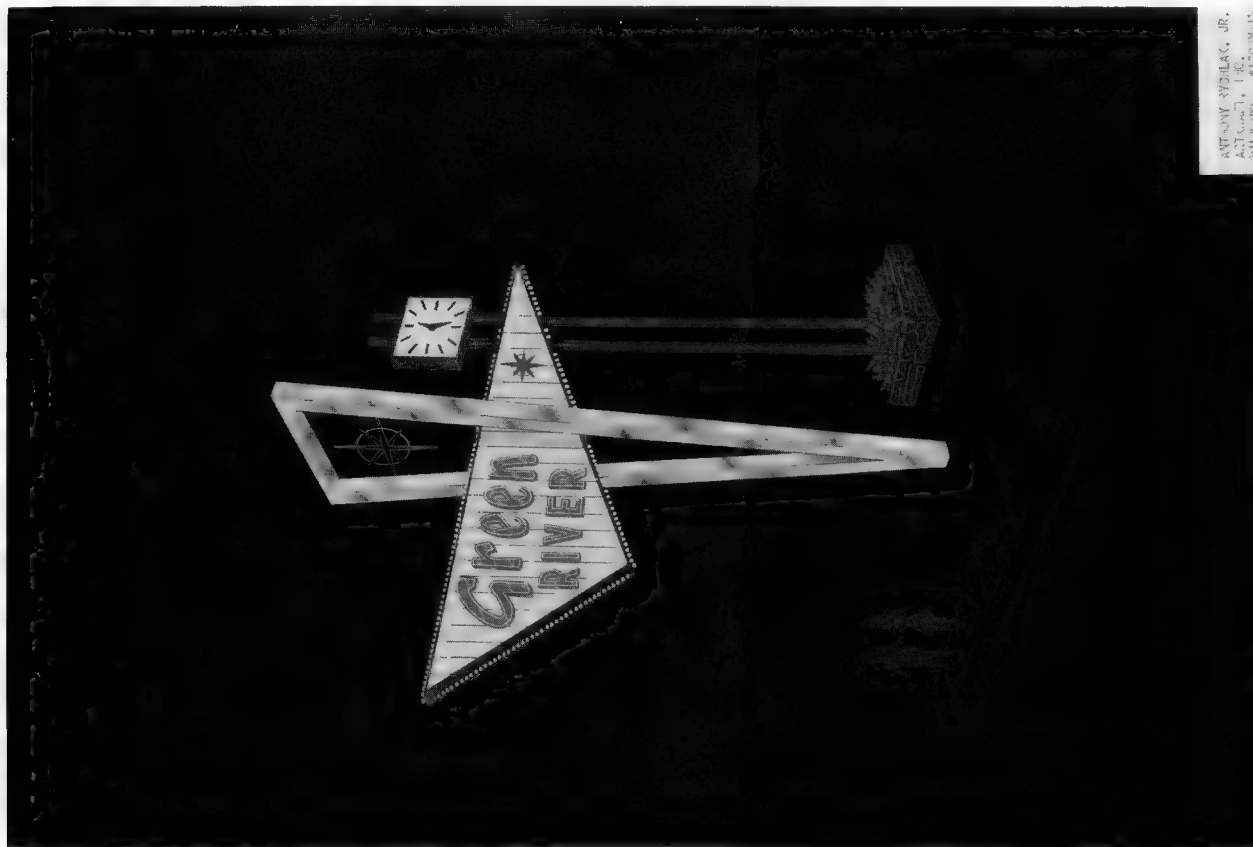








SHERMAN & ADAMS  
8318 EAST 14TH ST.  
TULSA 12, OK. A.



ANTHONY STELLAG, JR.  
ANTHONY, ILL.  
ANTHONY, #150, 1961

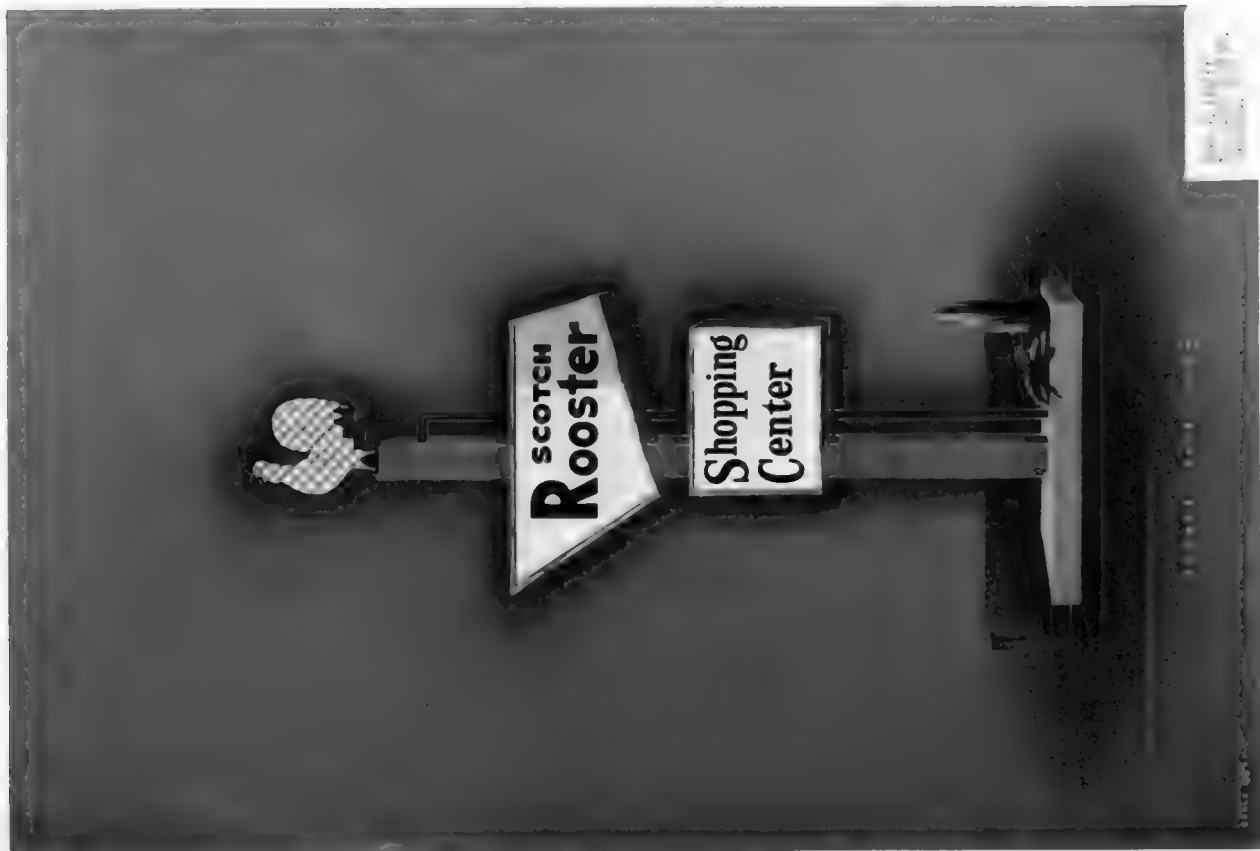
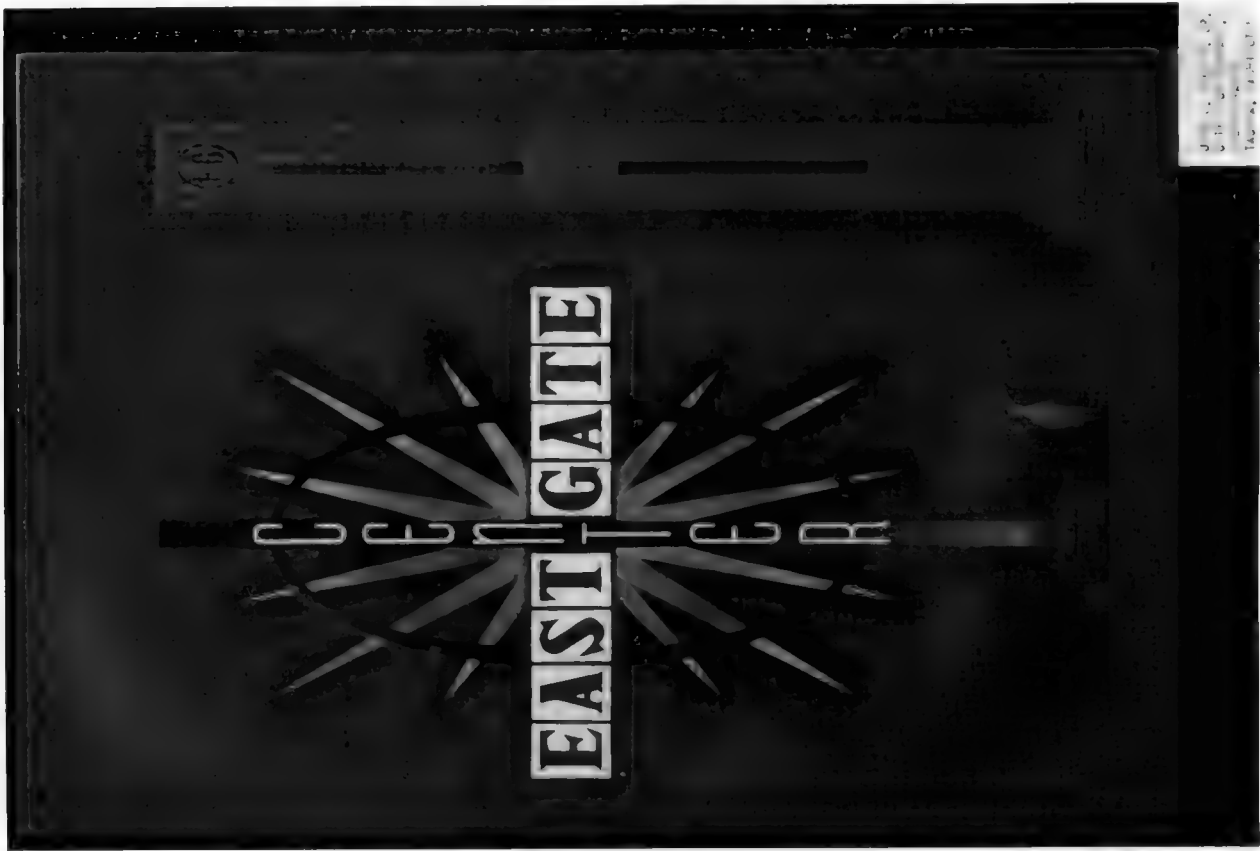


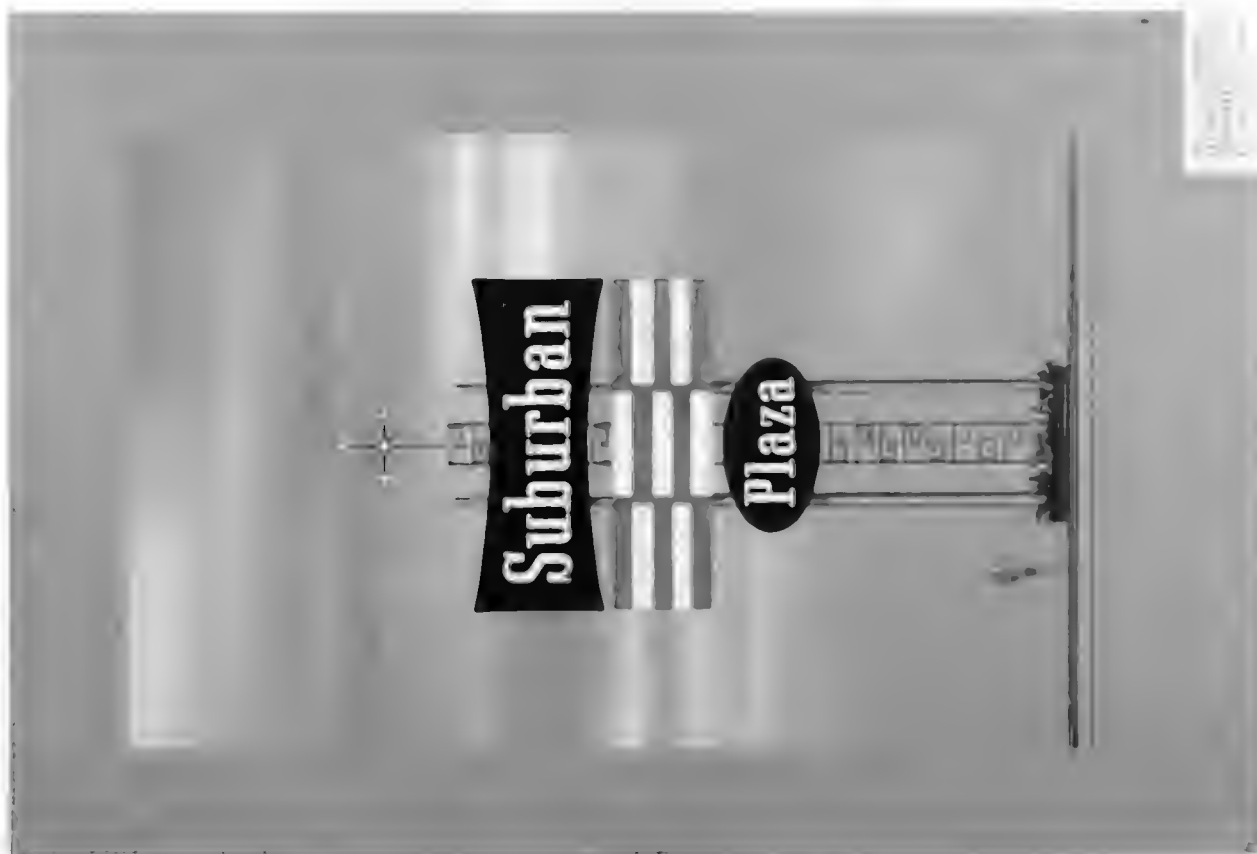
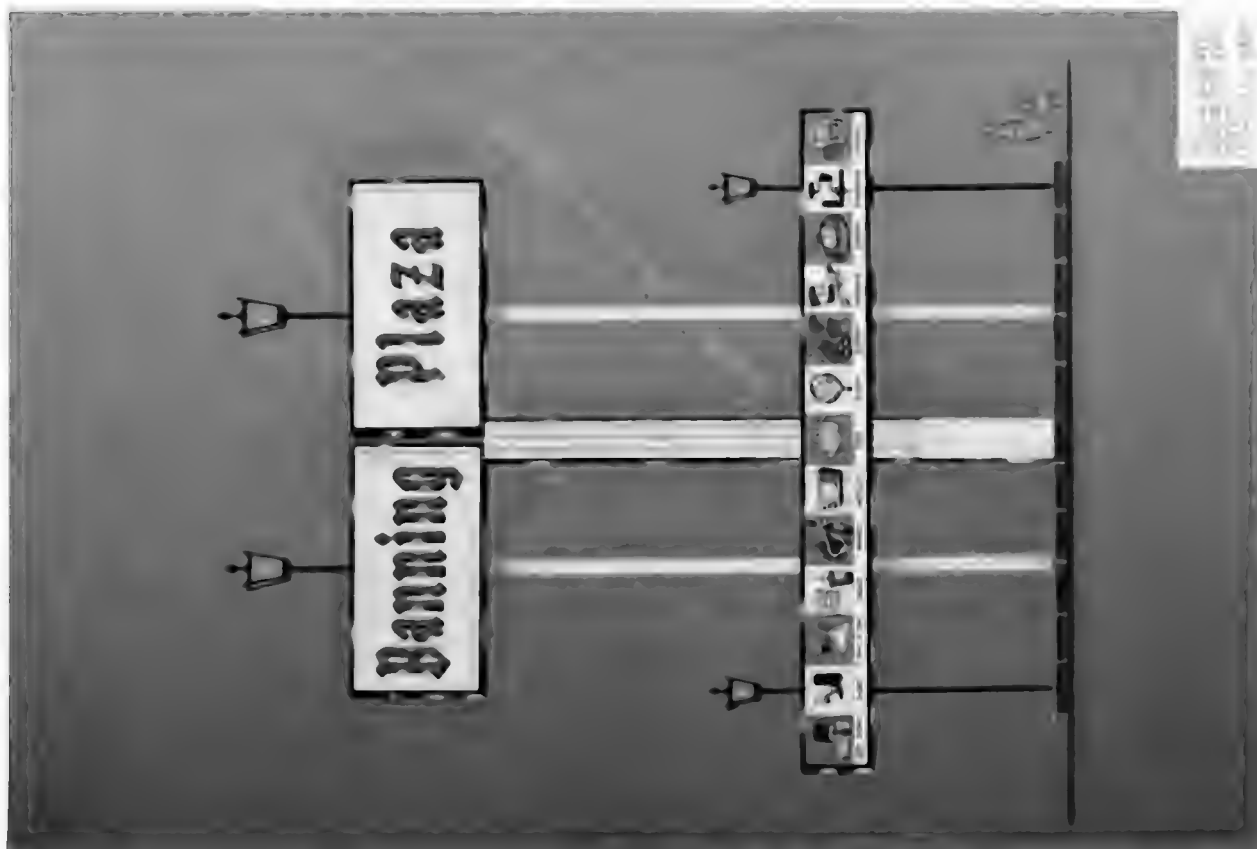
NESA NATIONAL ELECTRIC SIGN ASSOCIATION DESIGN COMPETITION

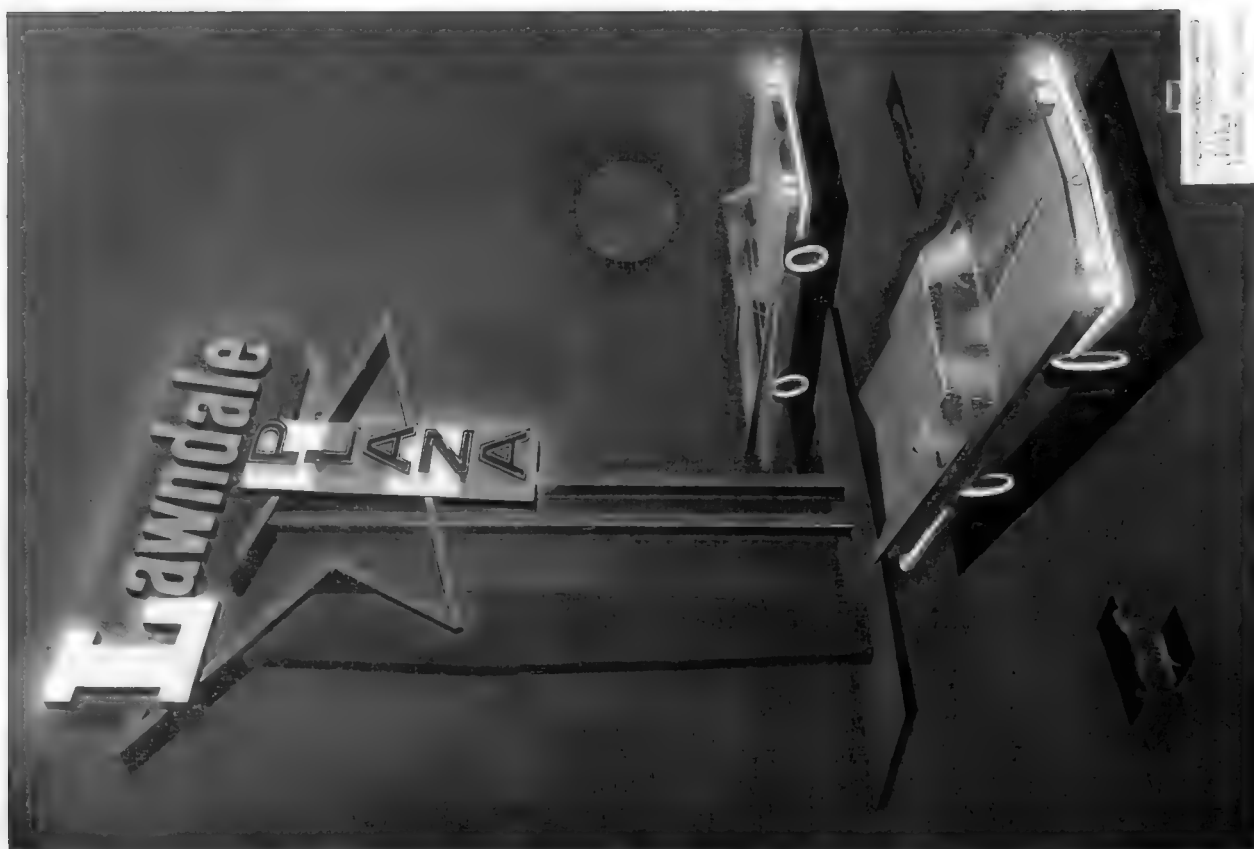
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ANTHONY, #150, 1961

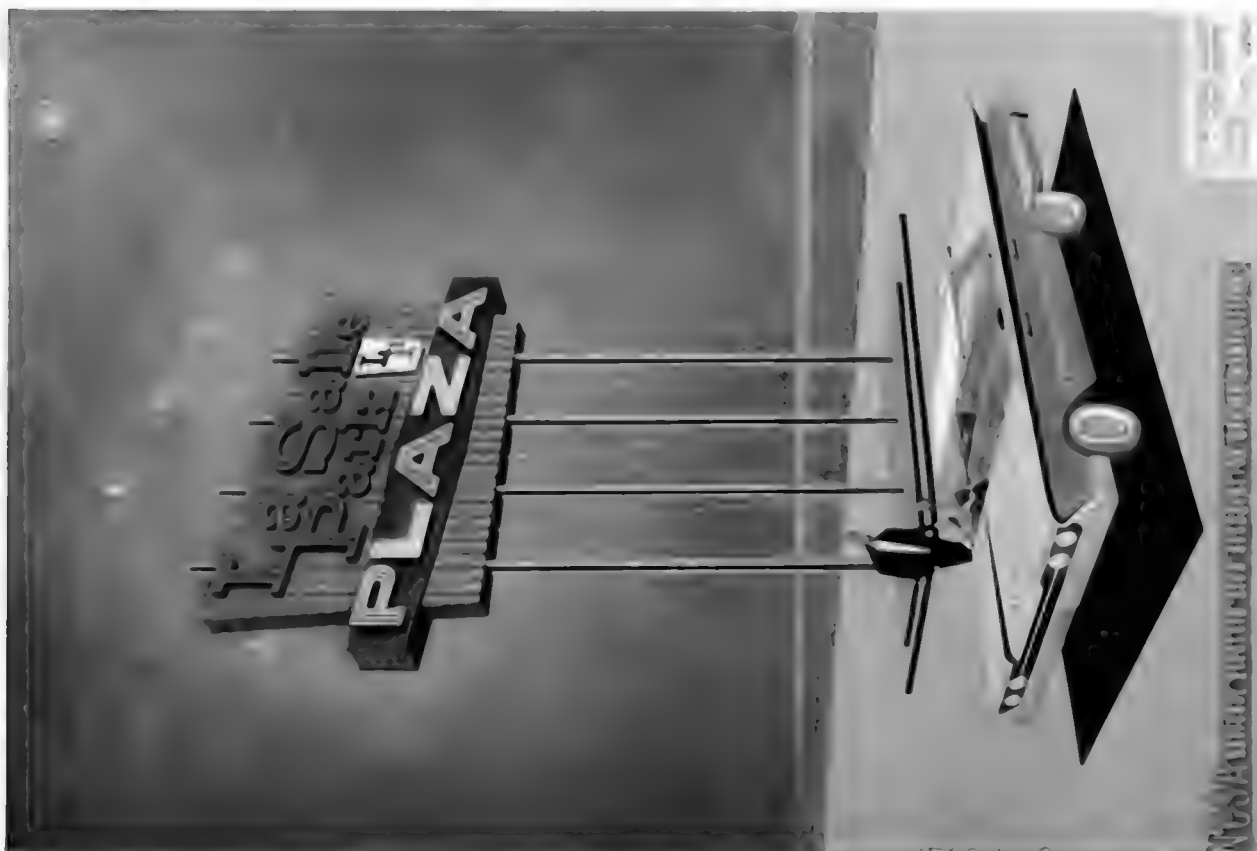




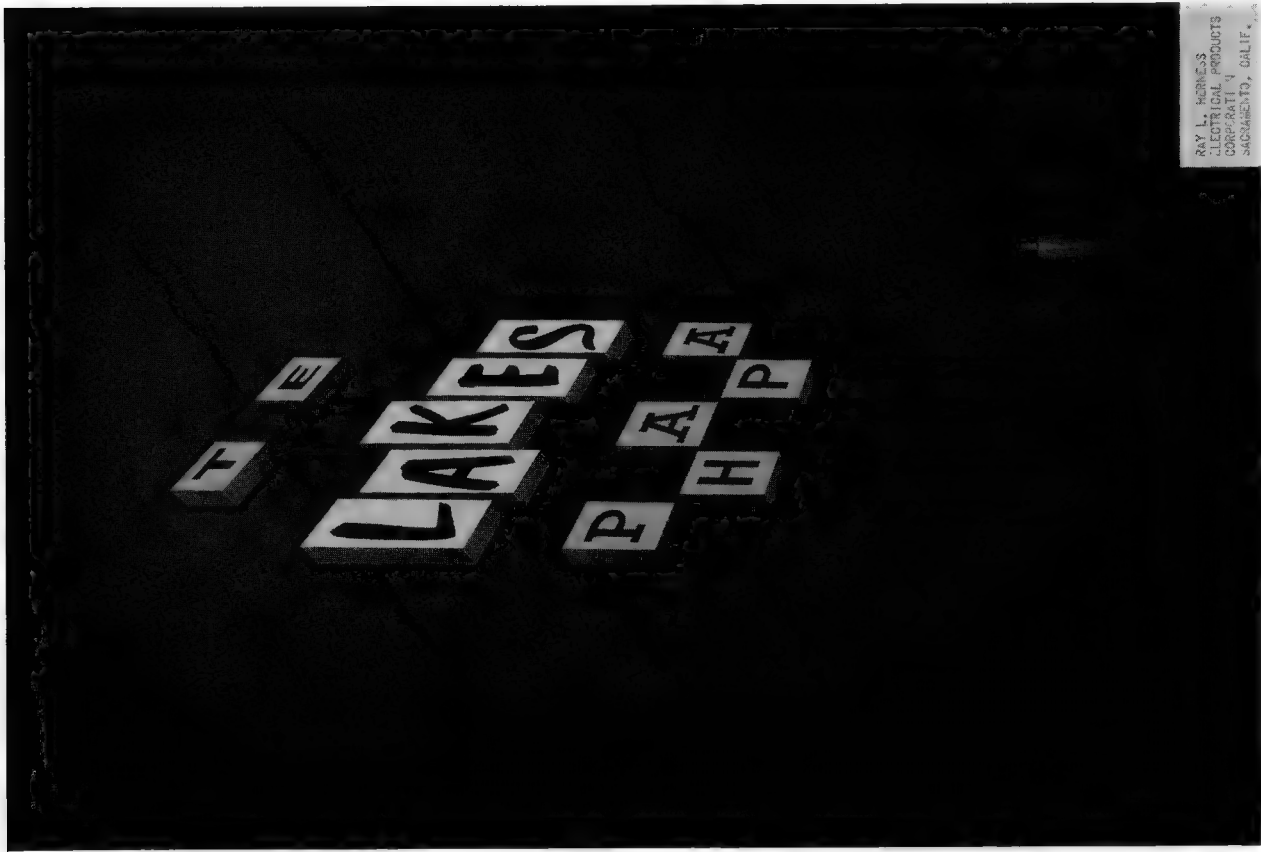


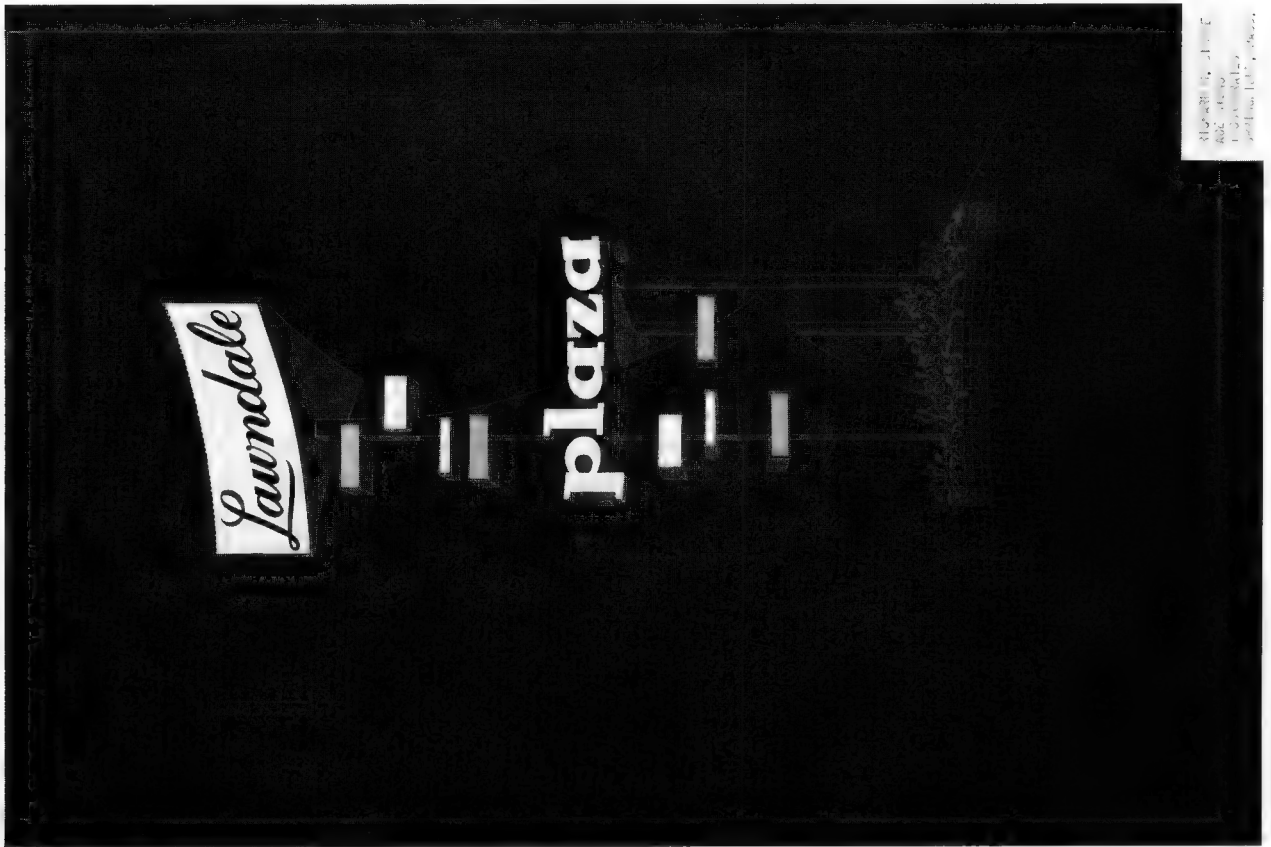


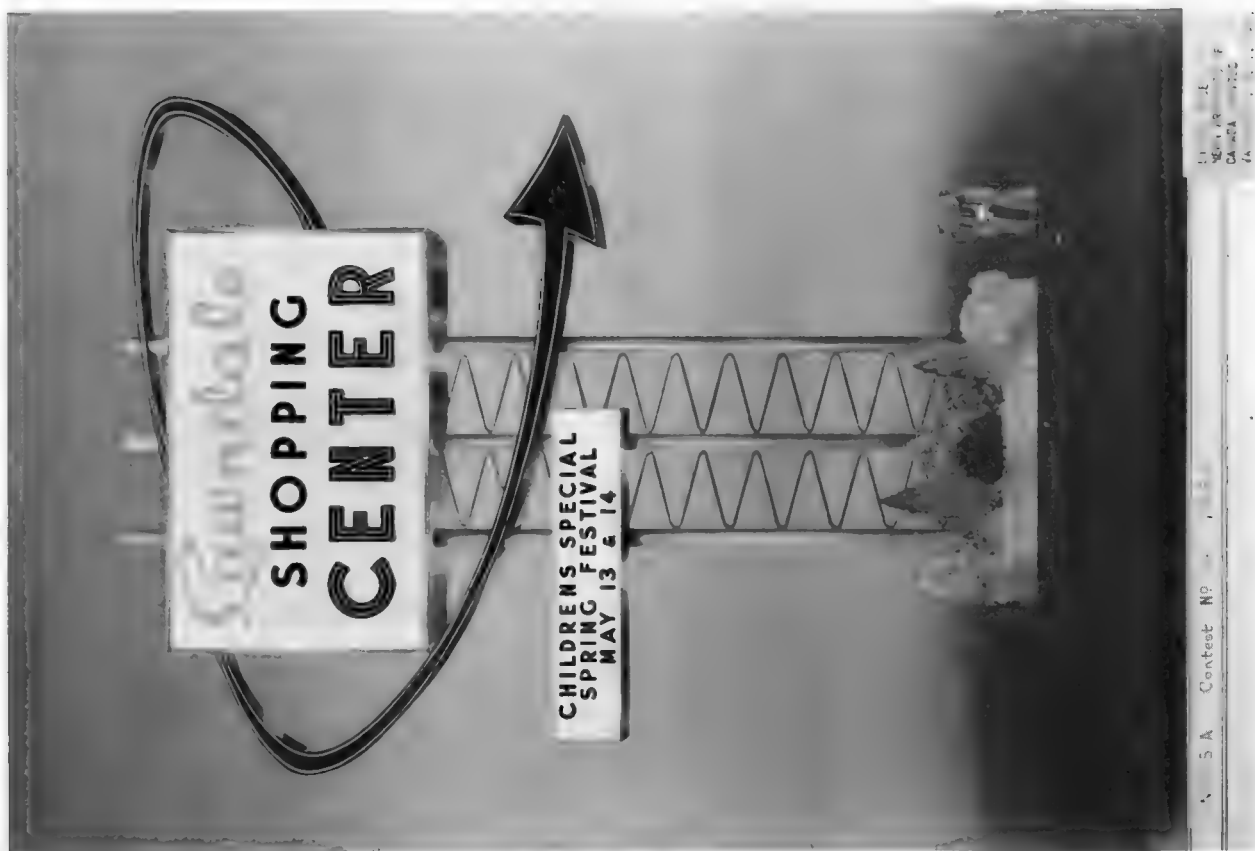


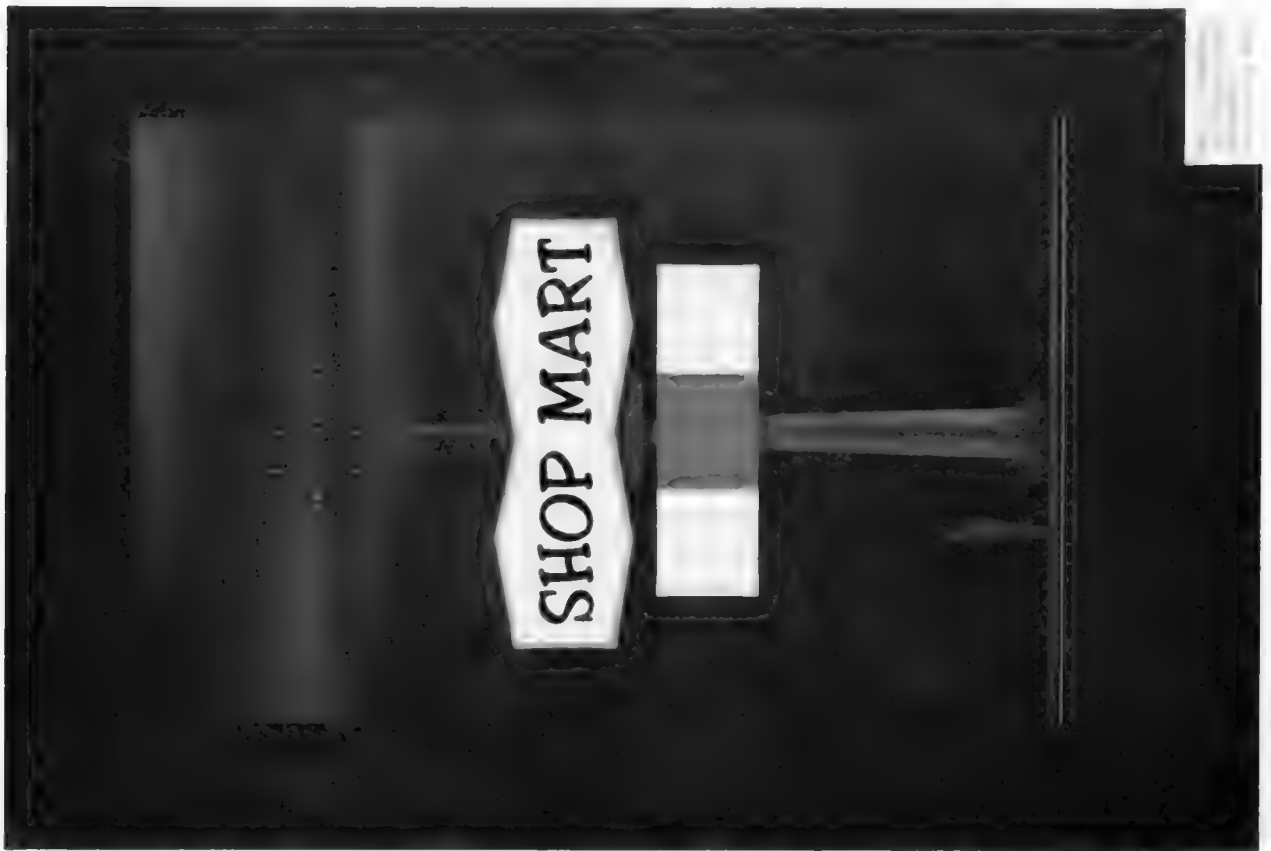


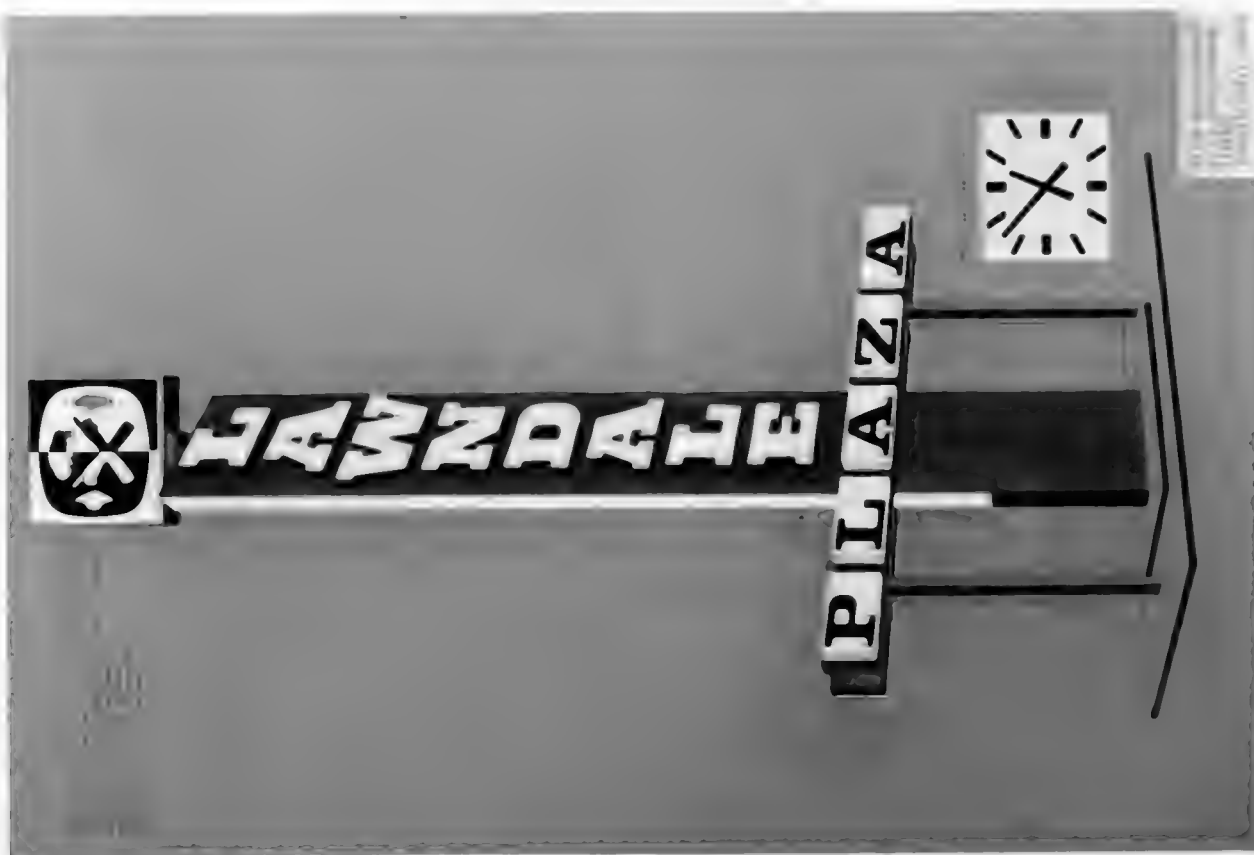




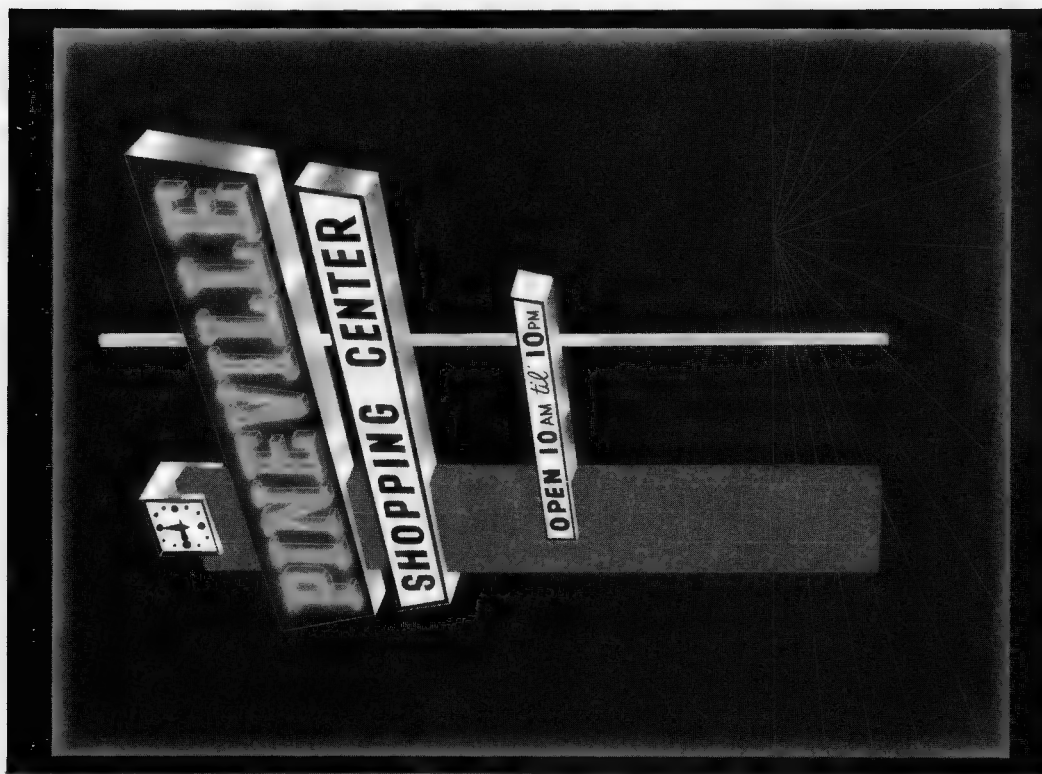








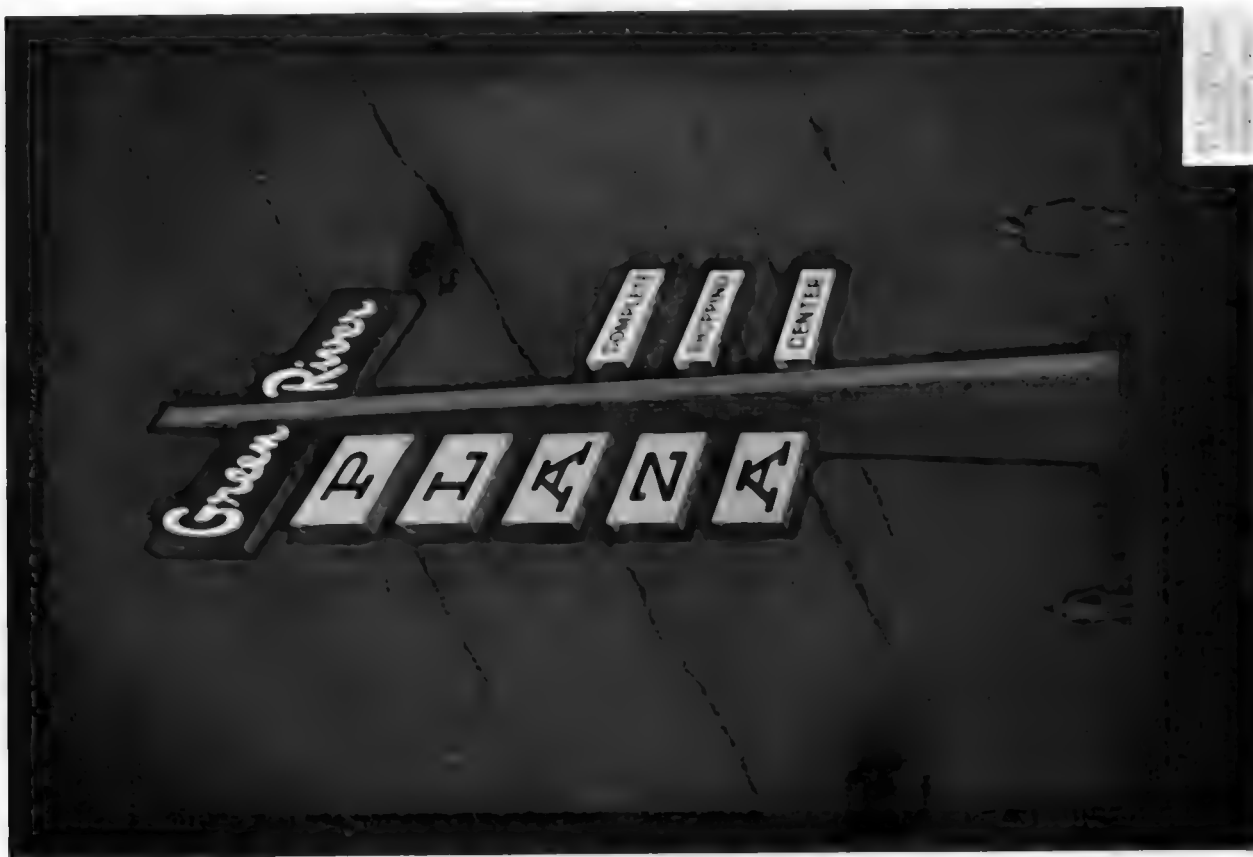


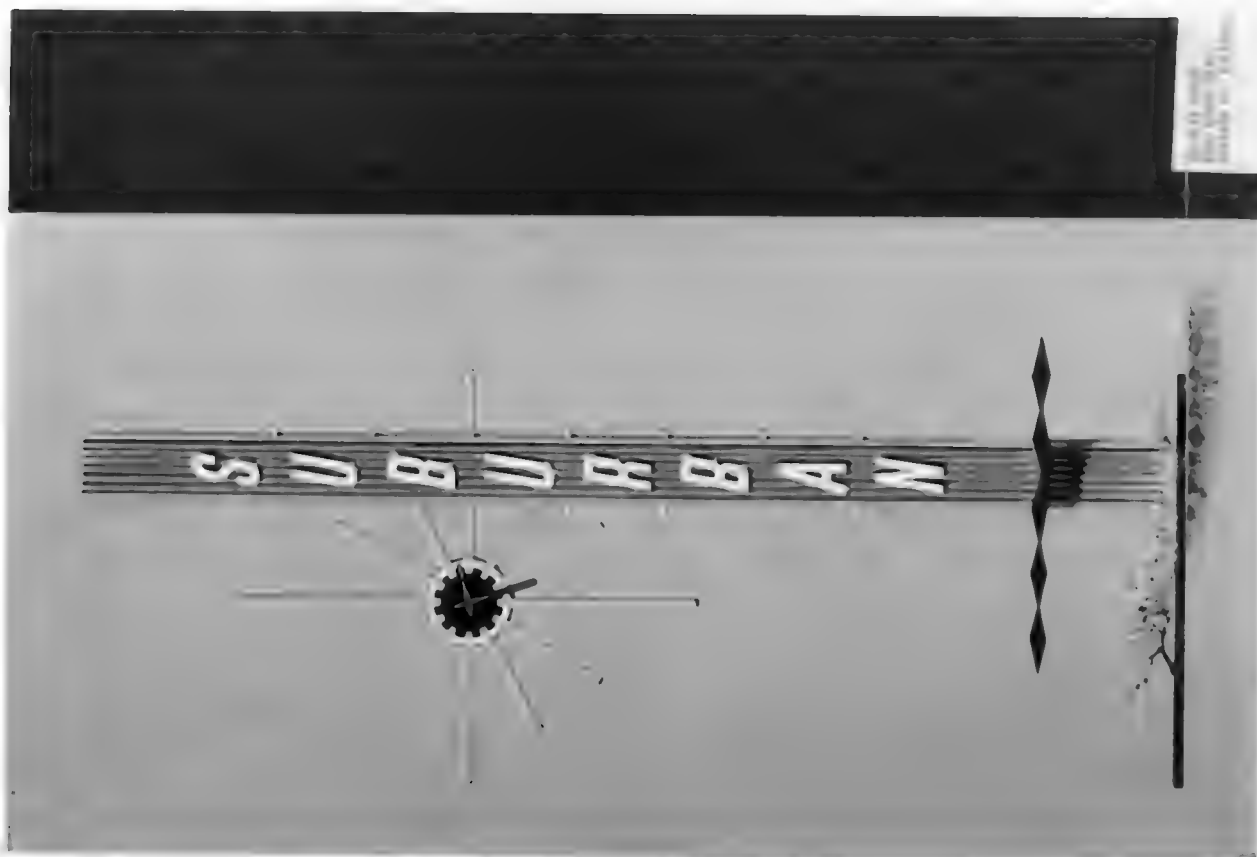
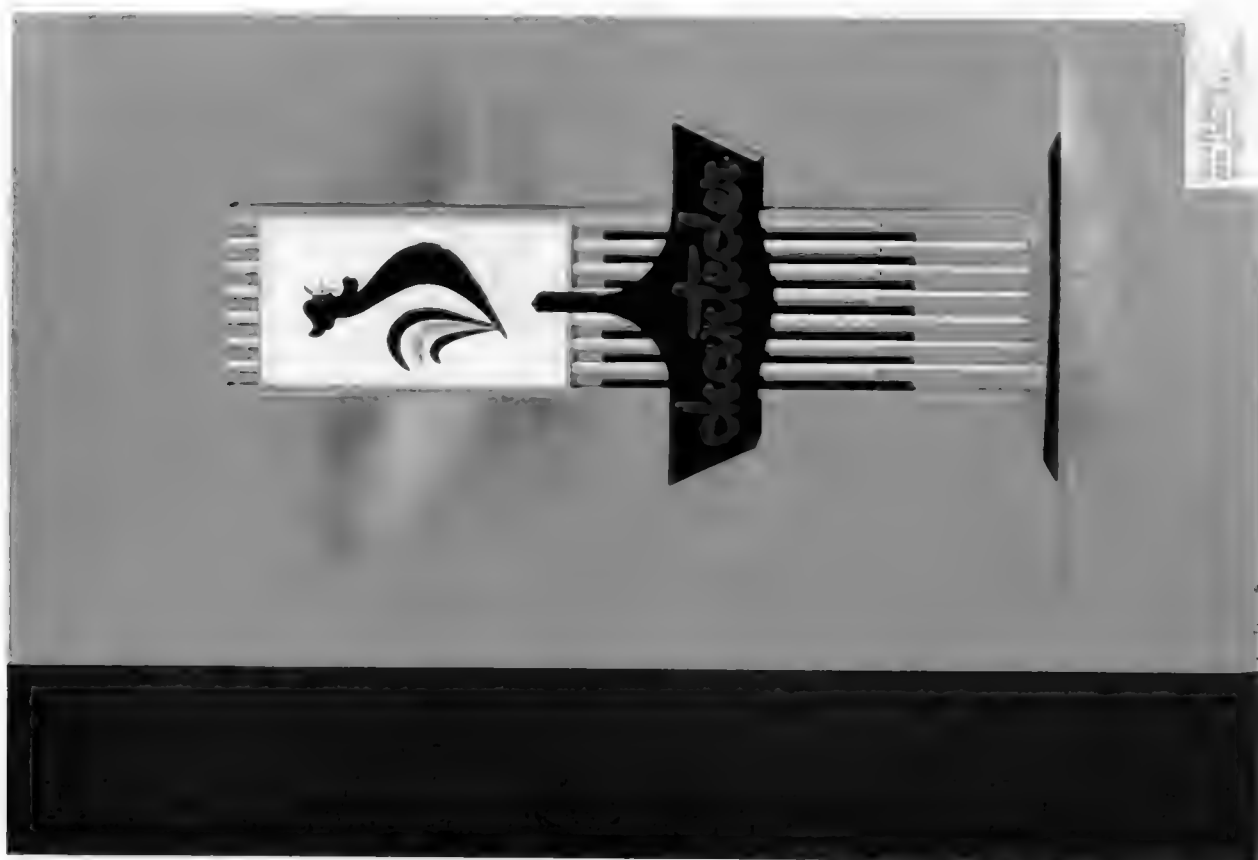


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ROBERT K. FURBER  
Lentz Site Company  
Allentown, PA.





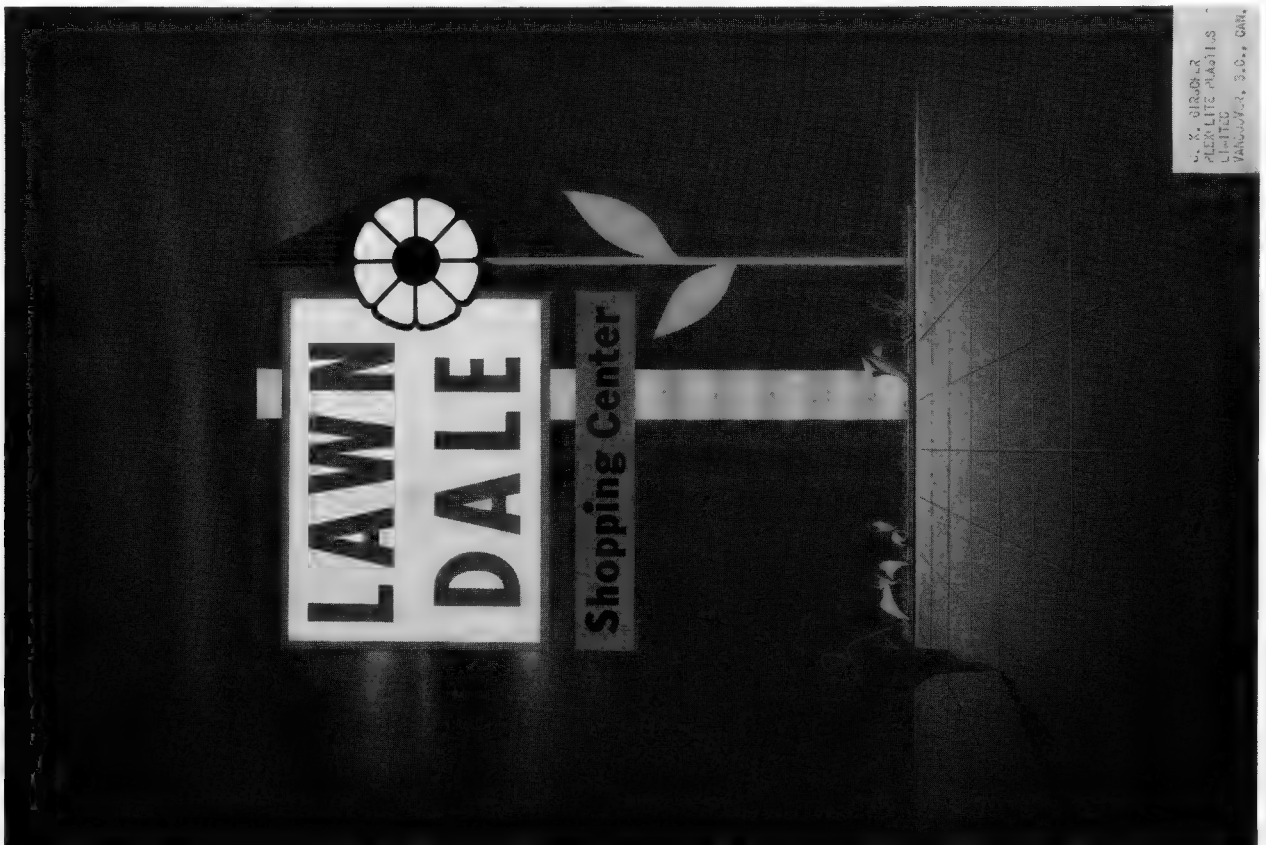
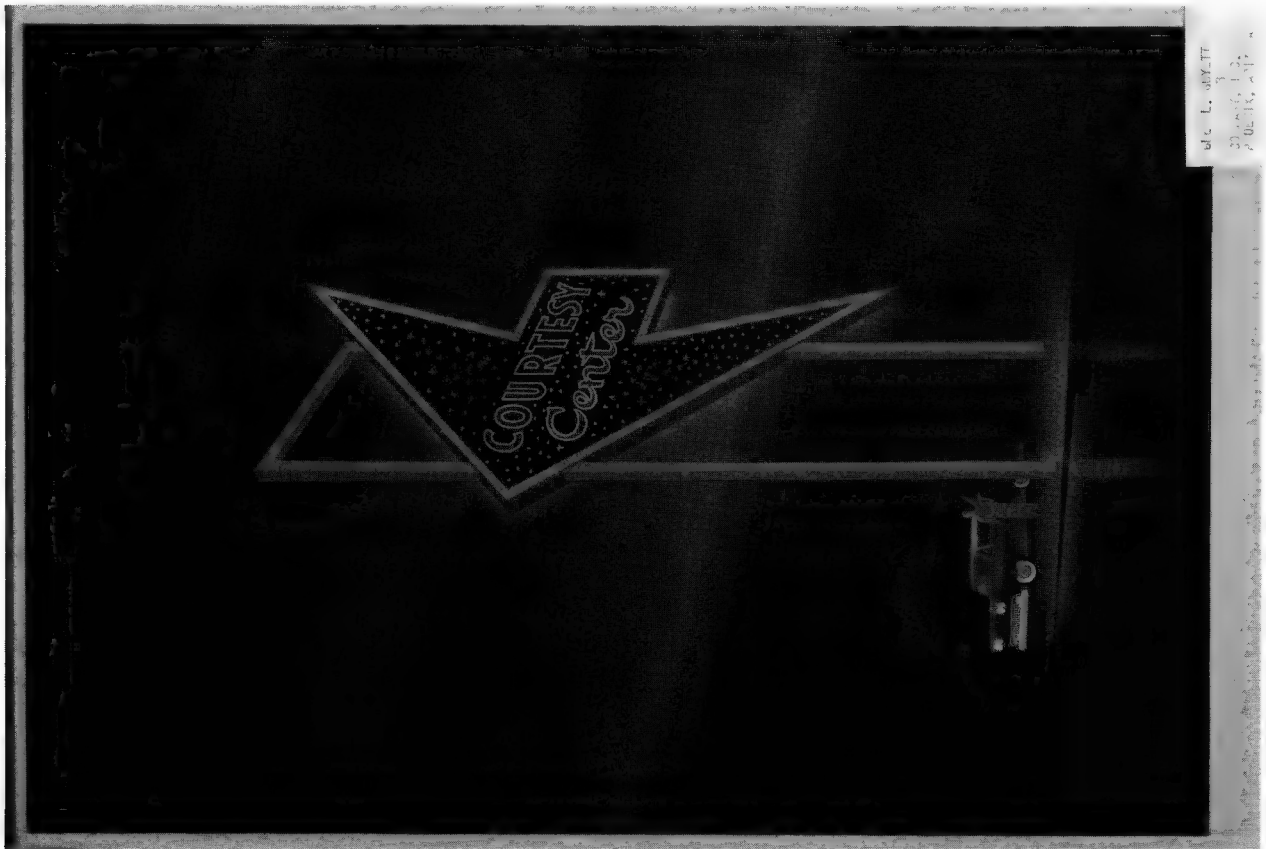


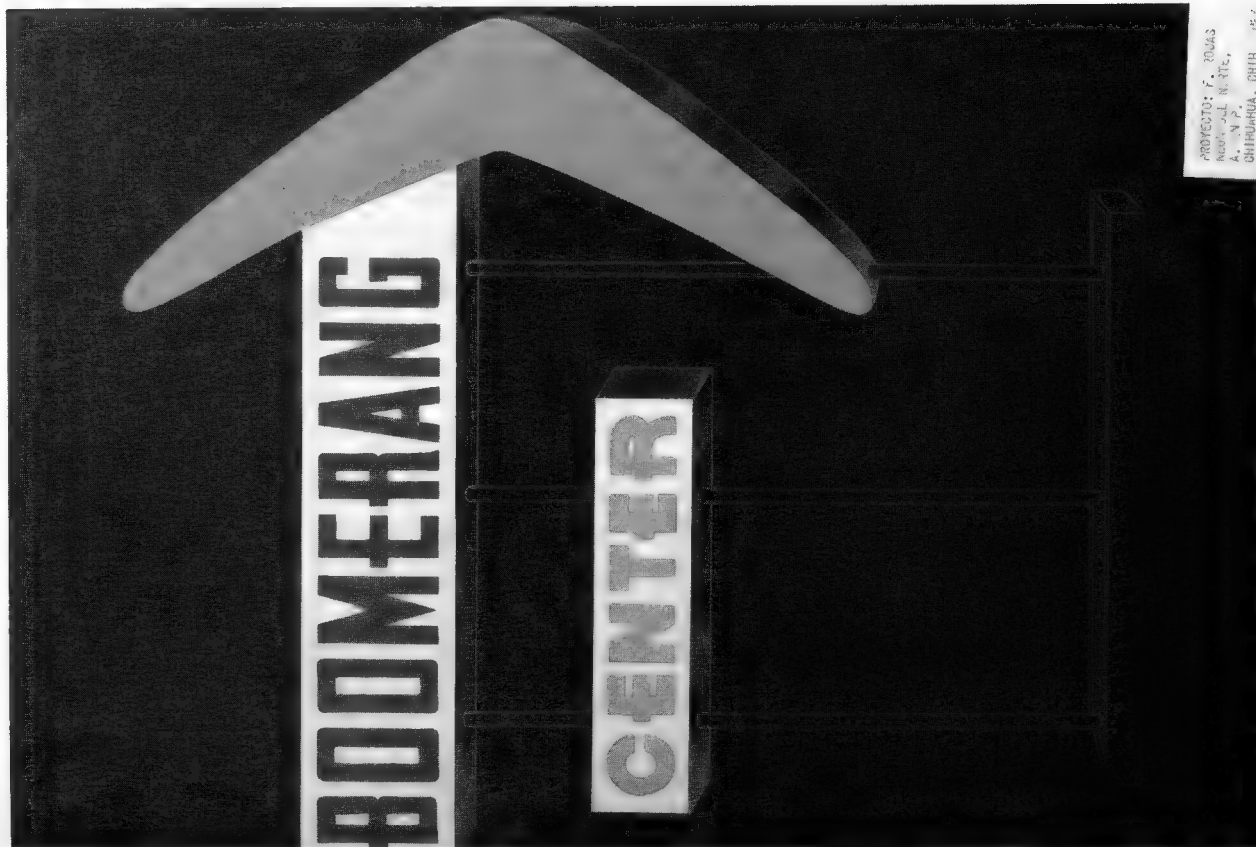
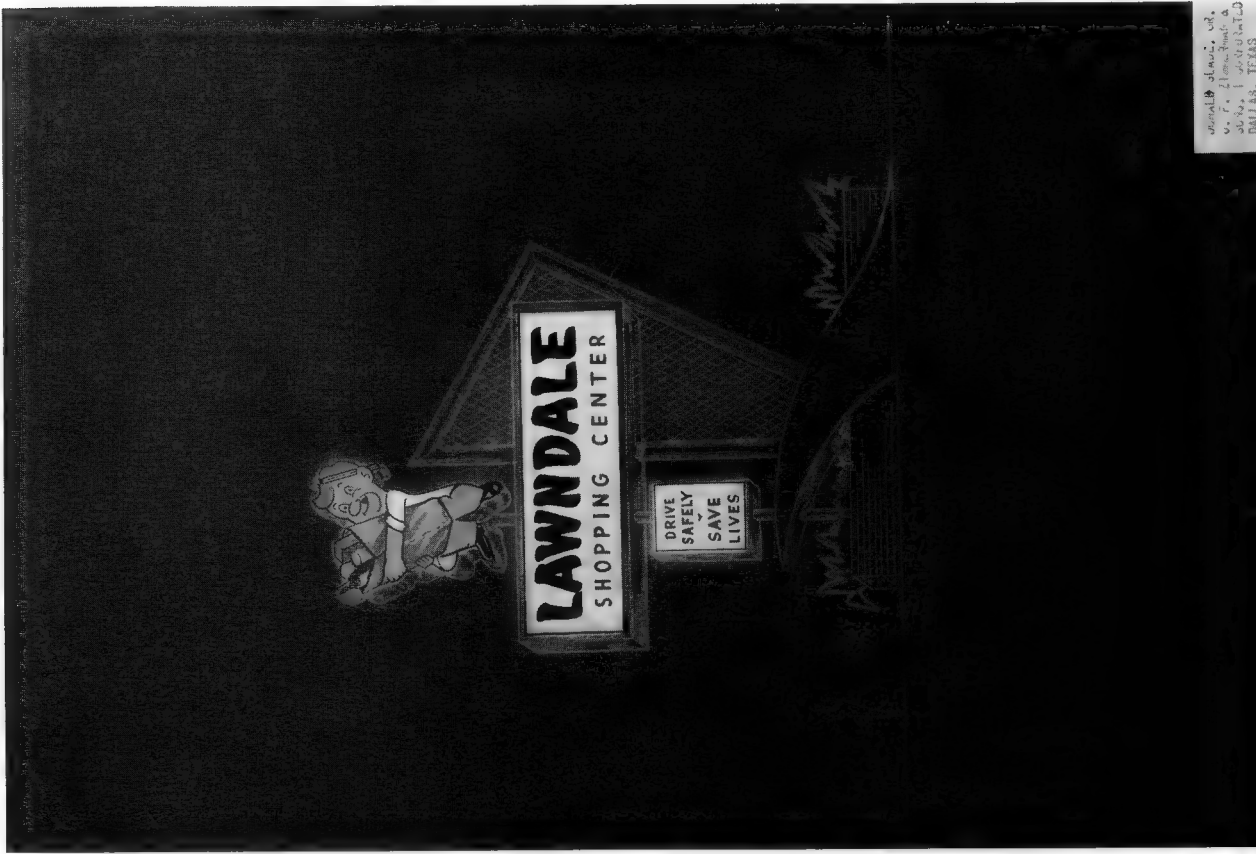




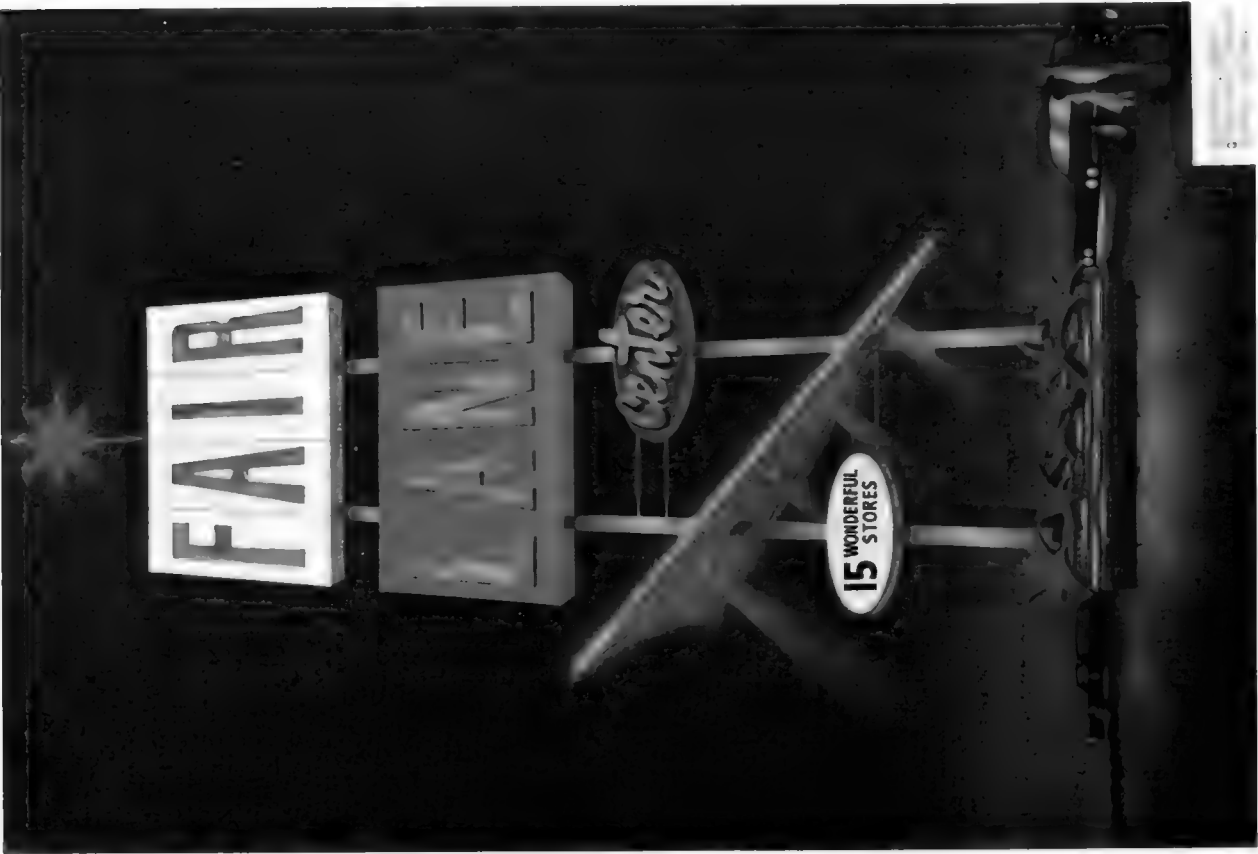


GRAND OPENING FEBRUARY 1961  
PRIZES FOR EVERYONE

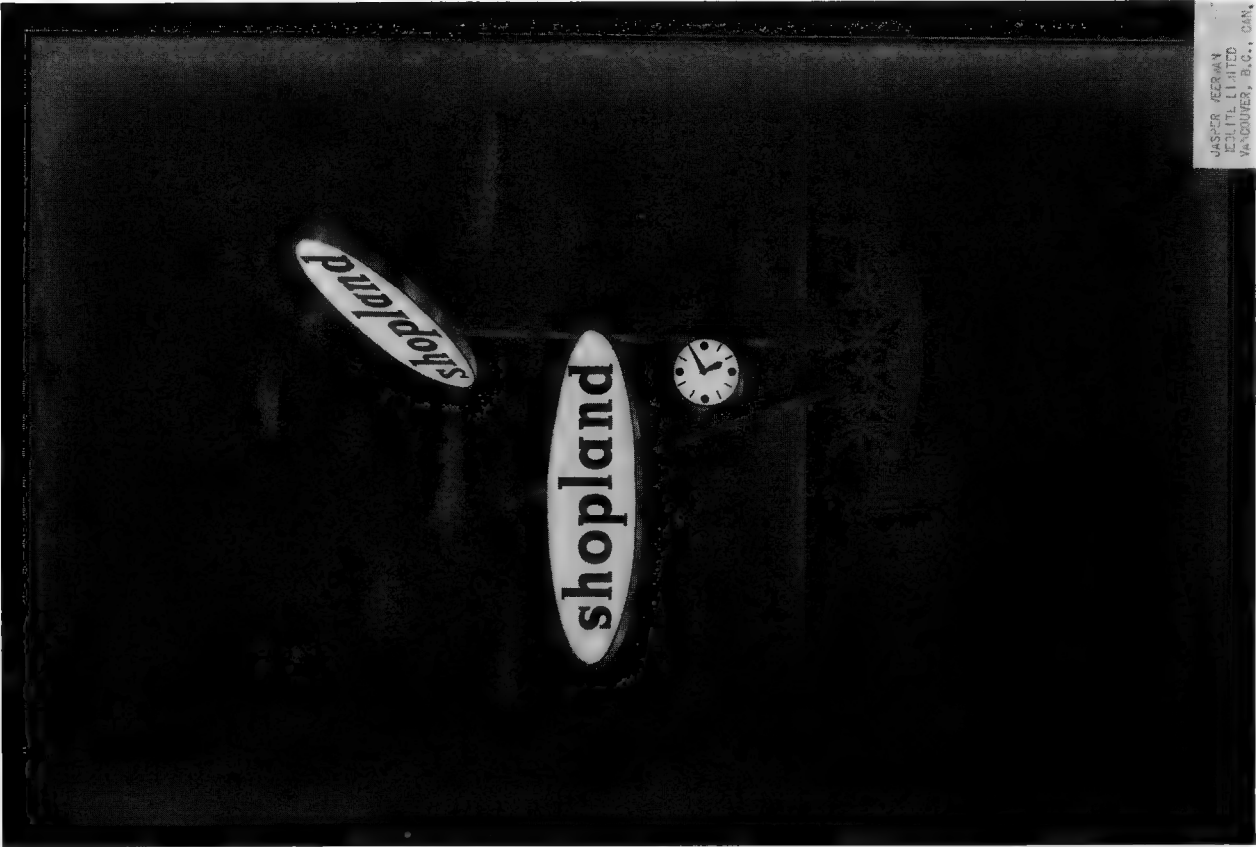
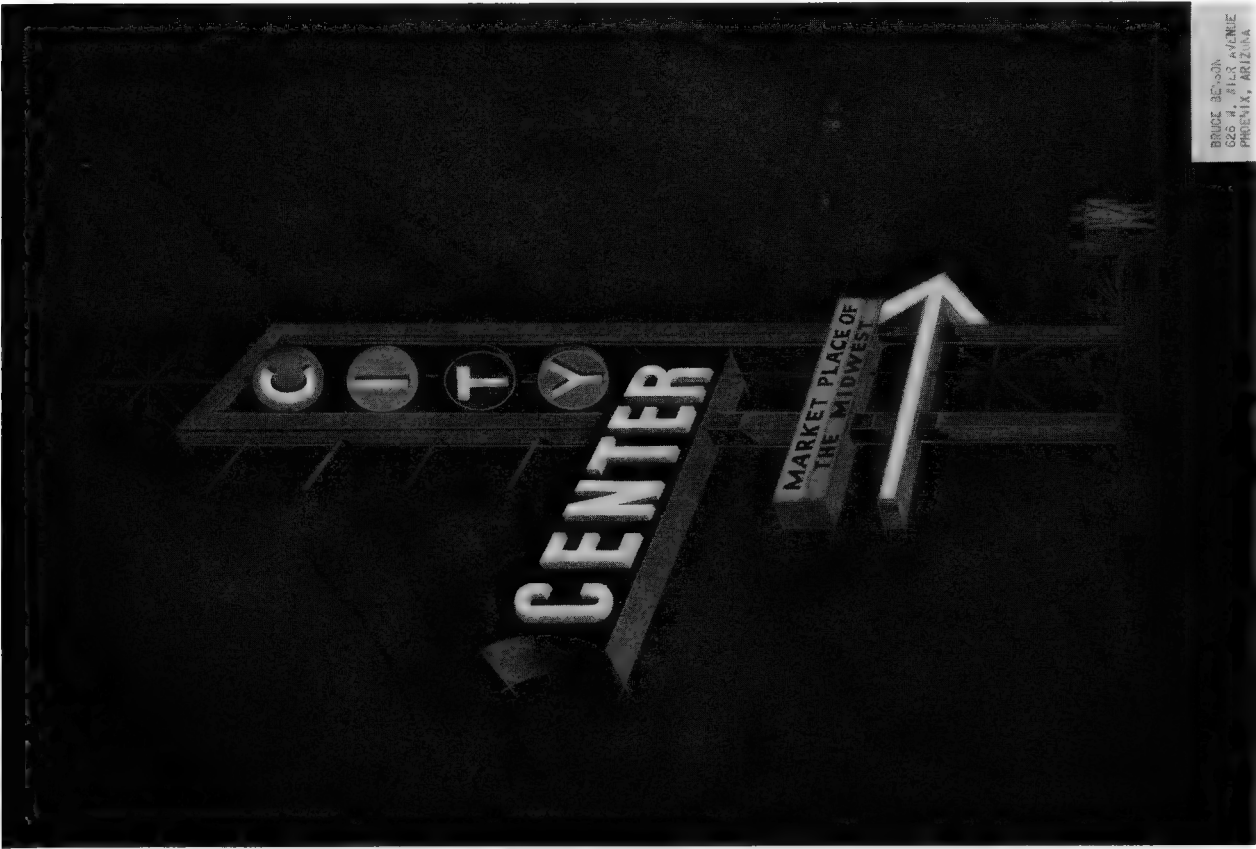




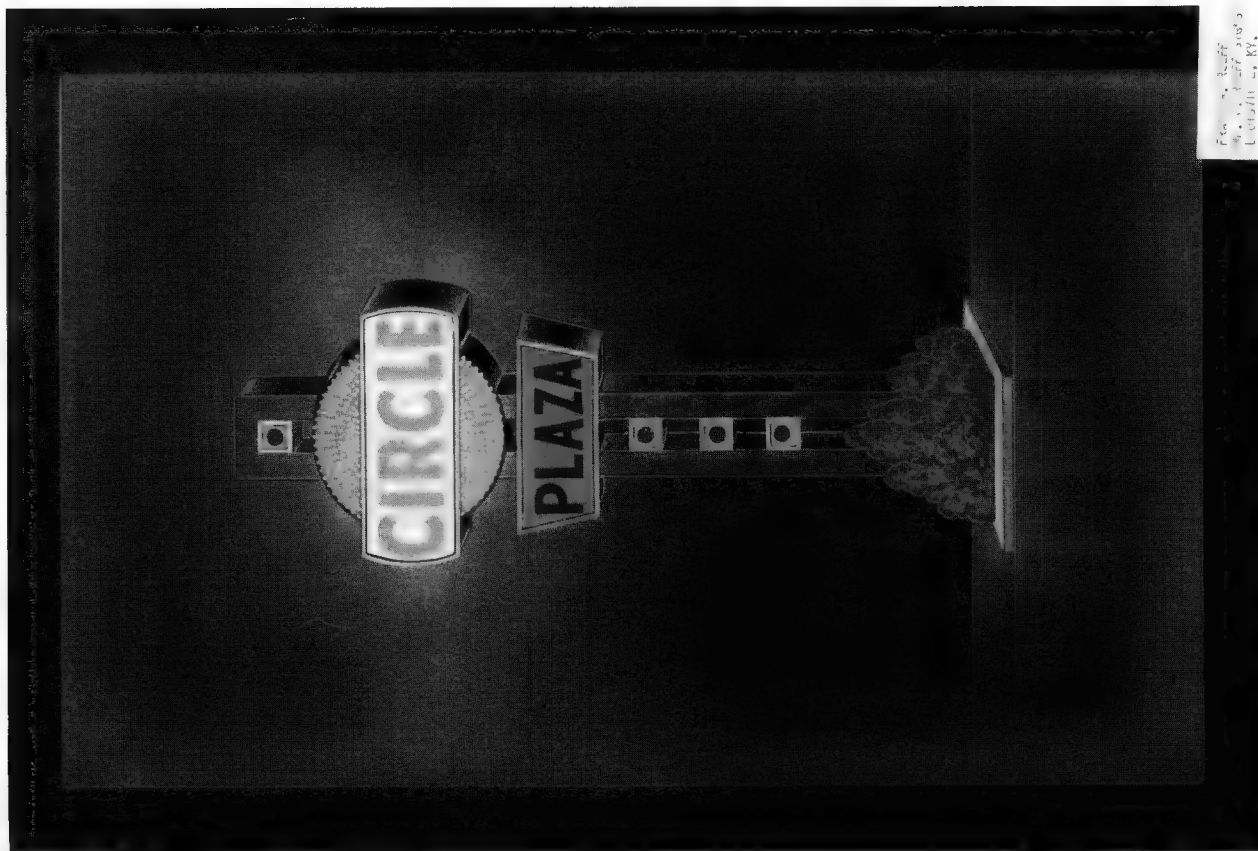
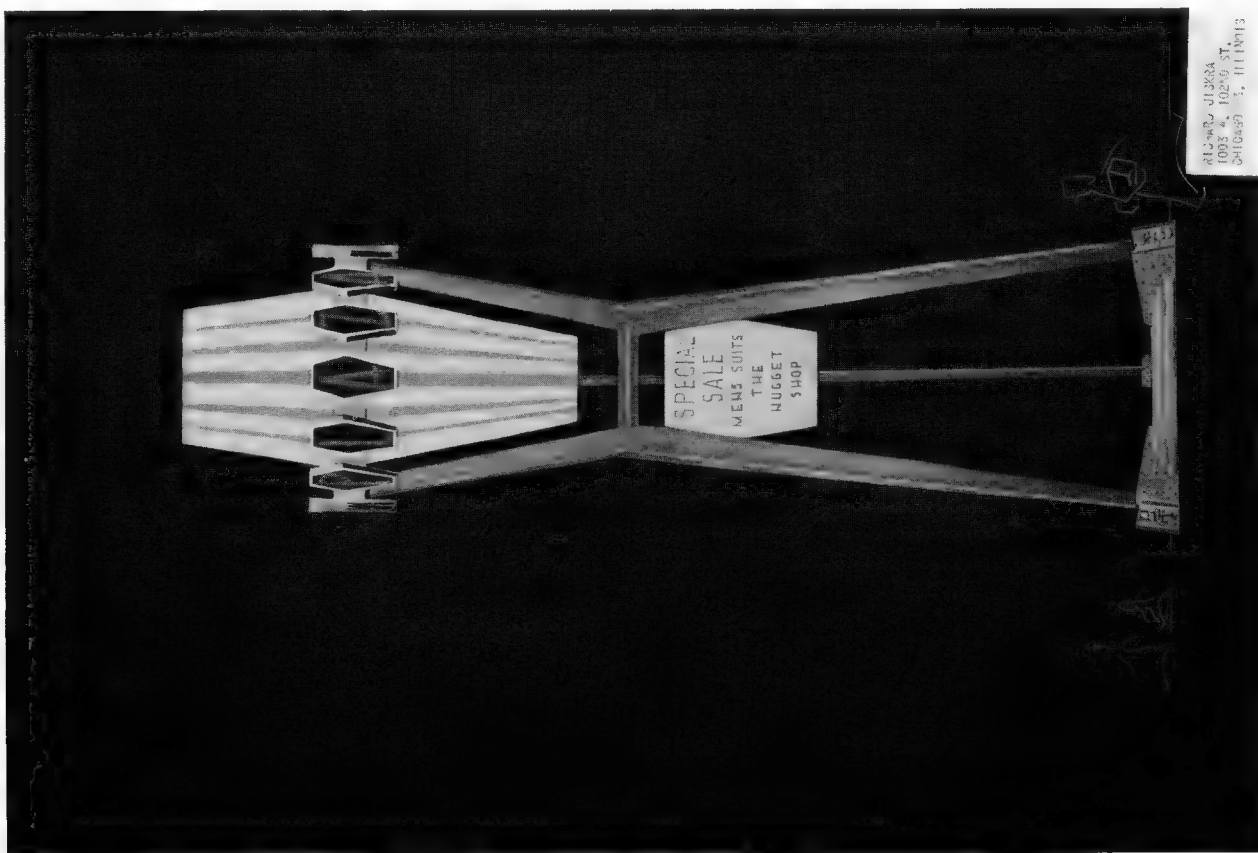


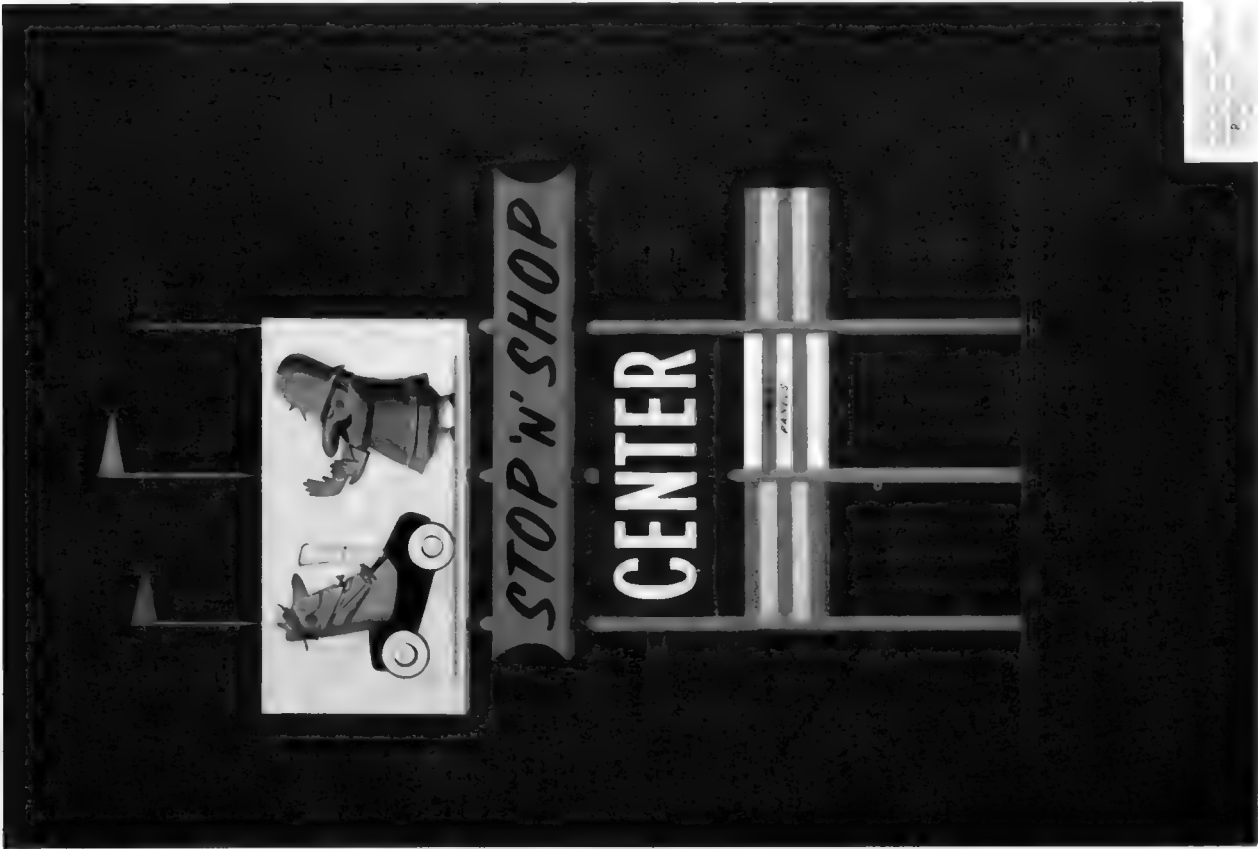


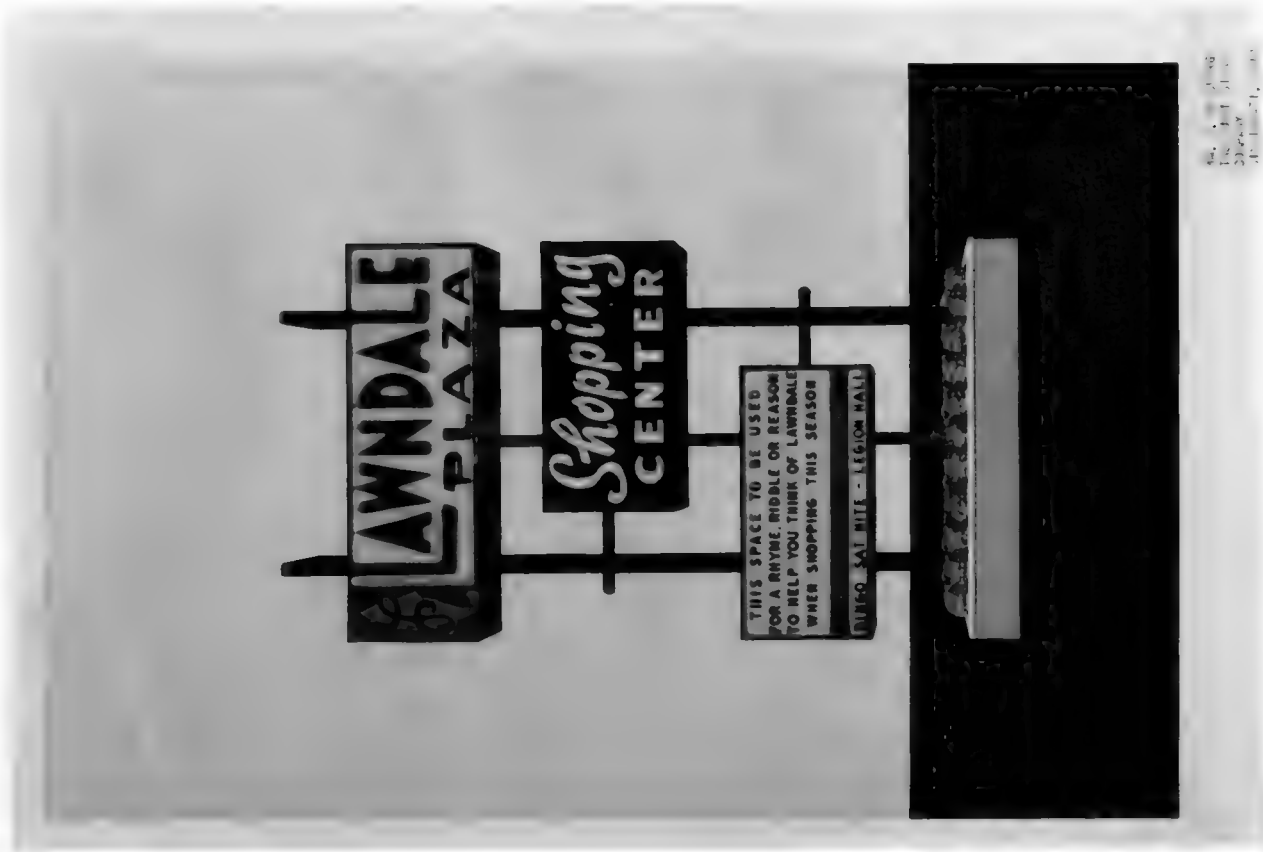


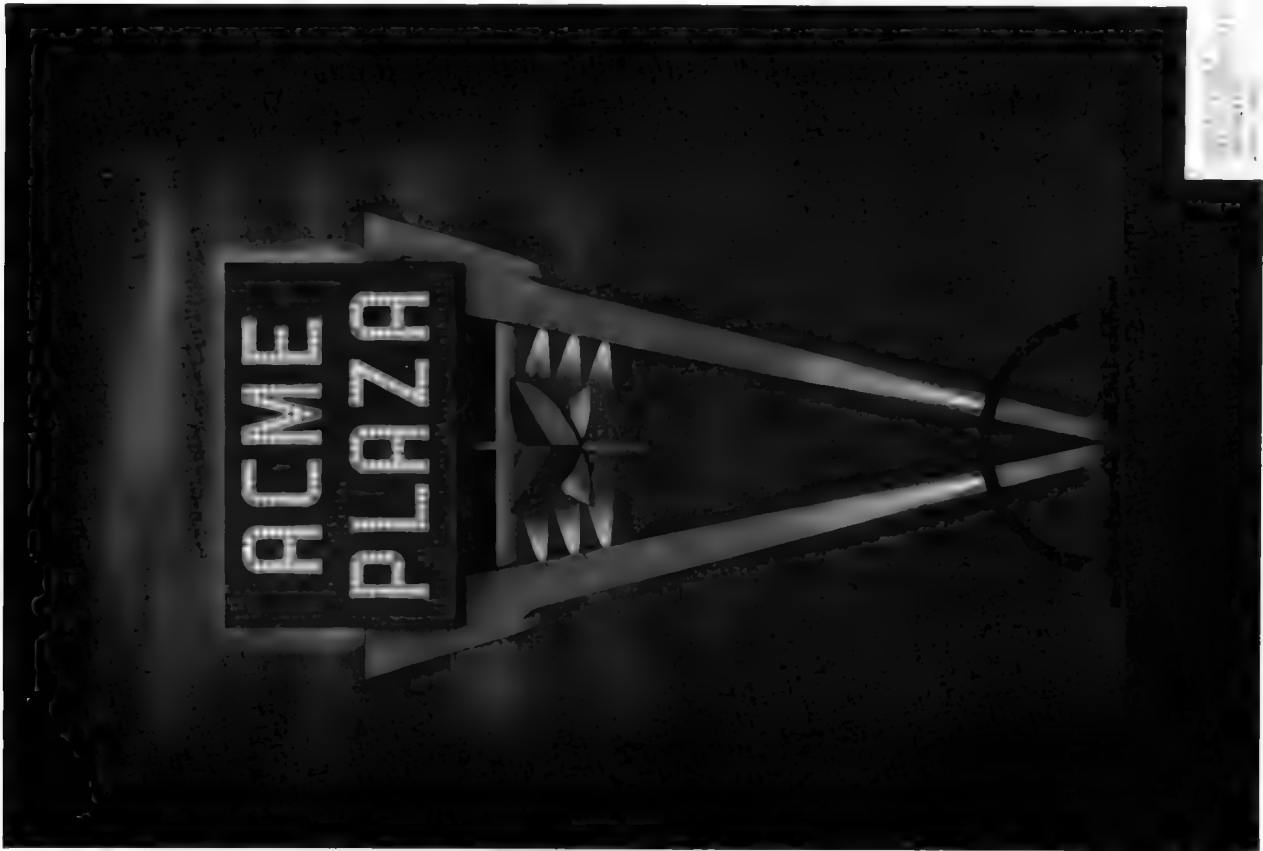


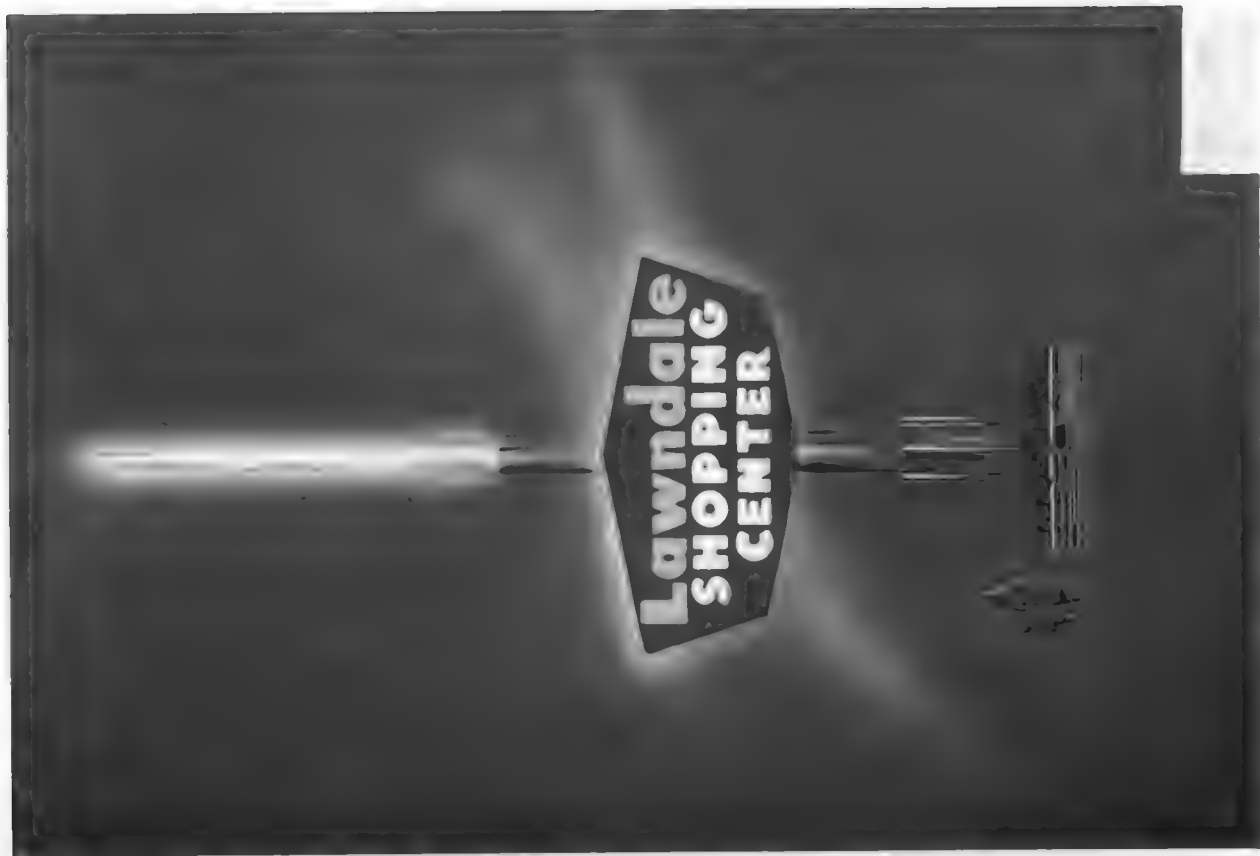








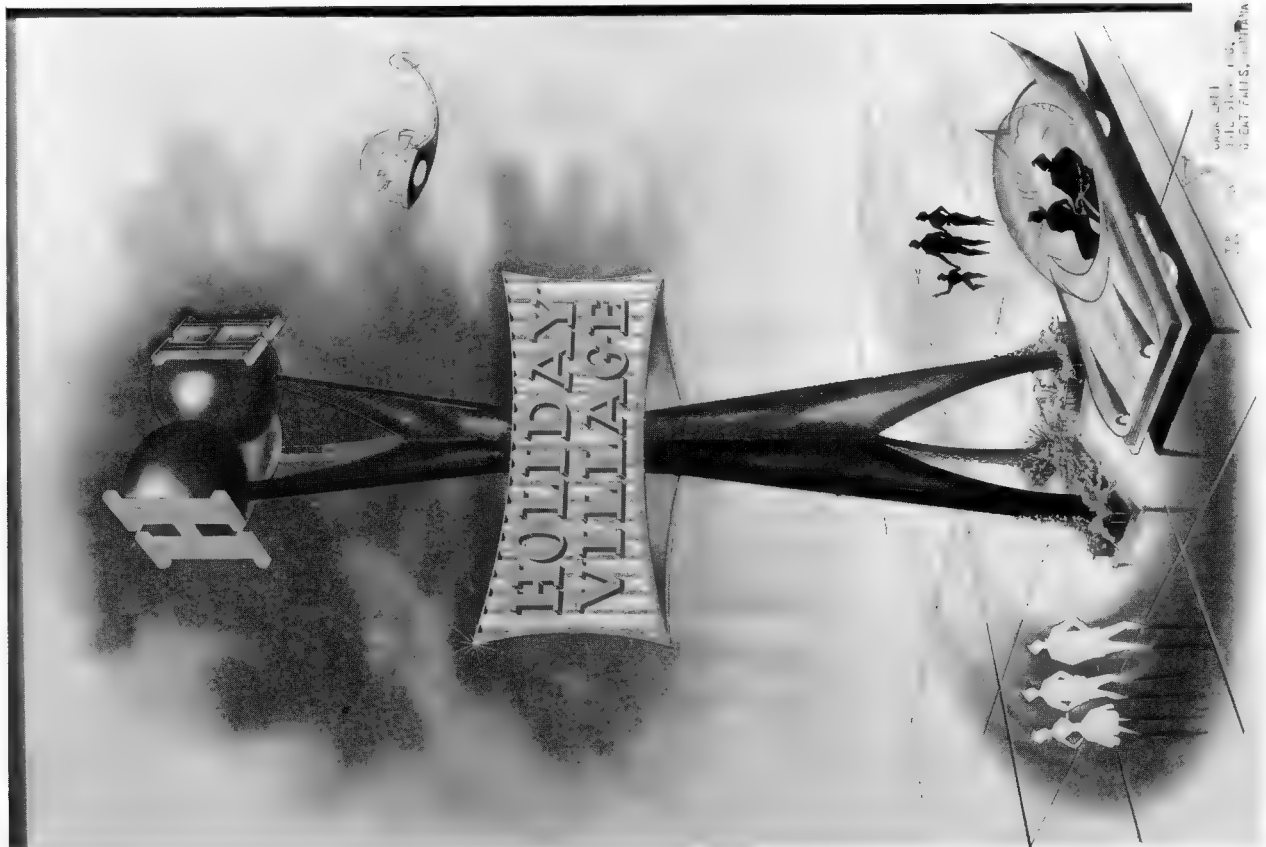
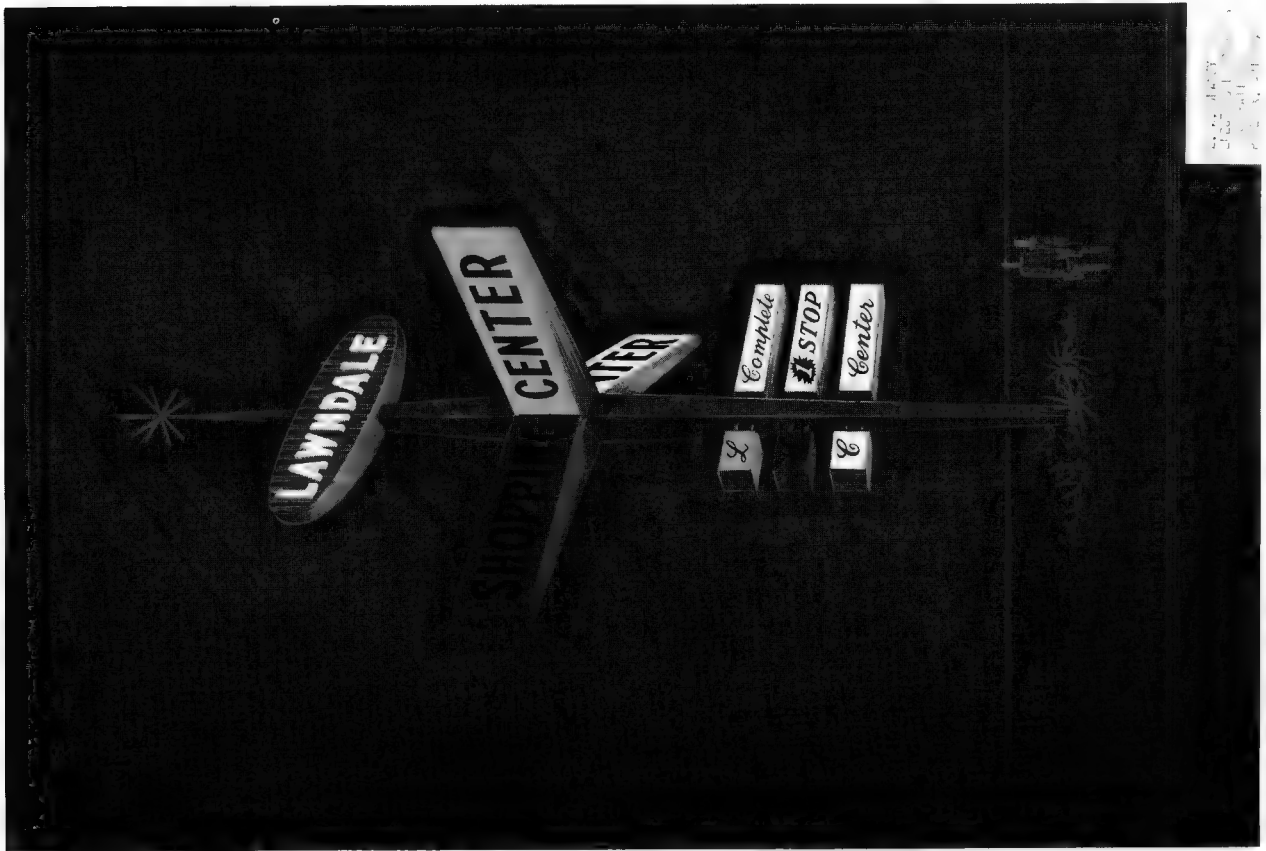


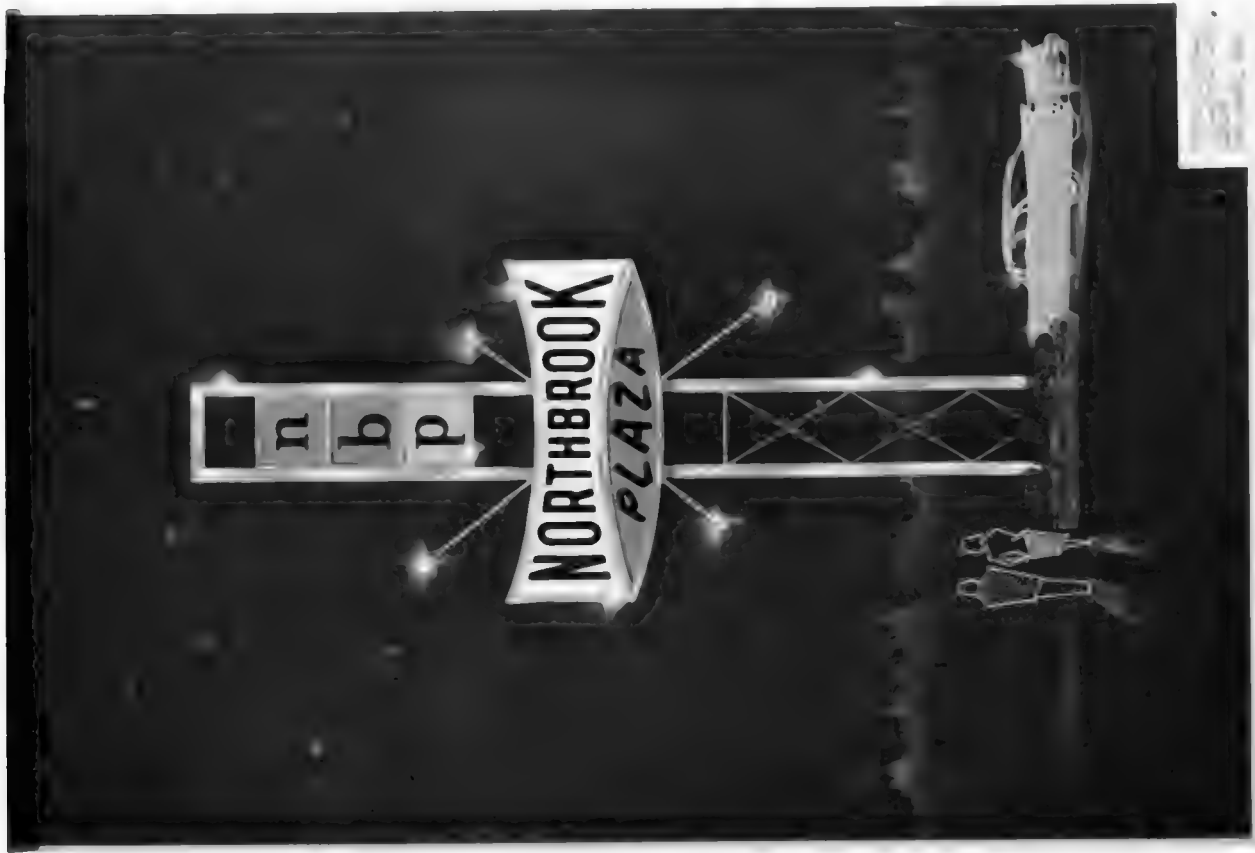


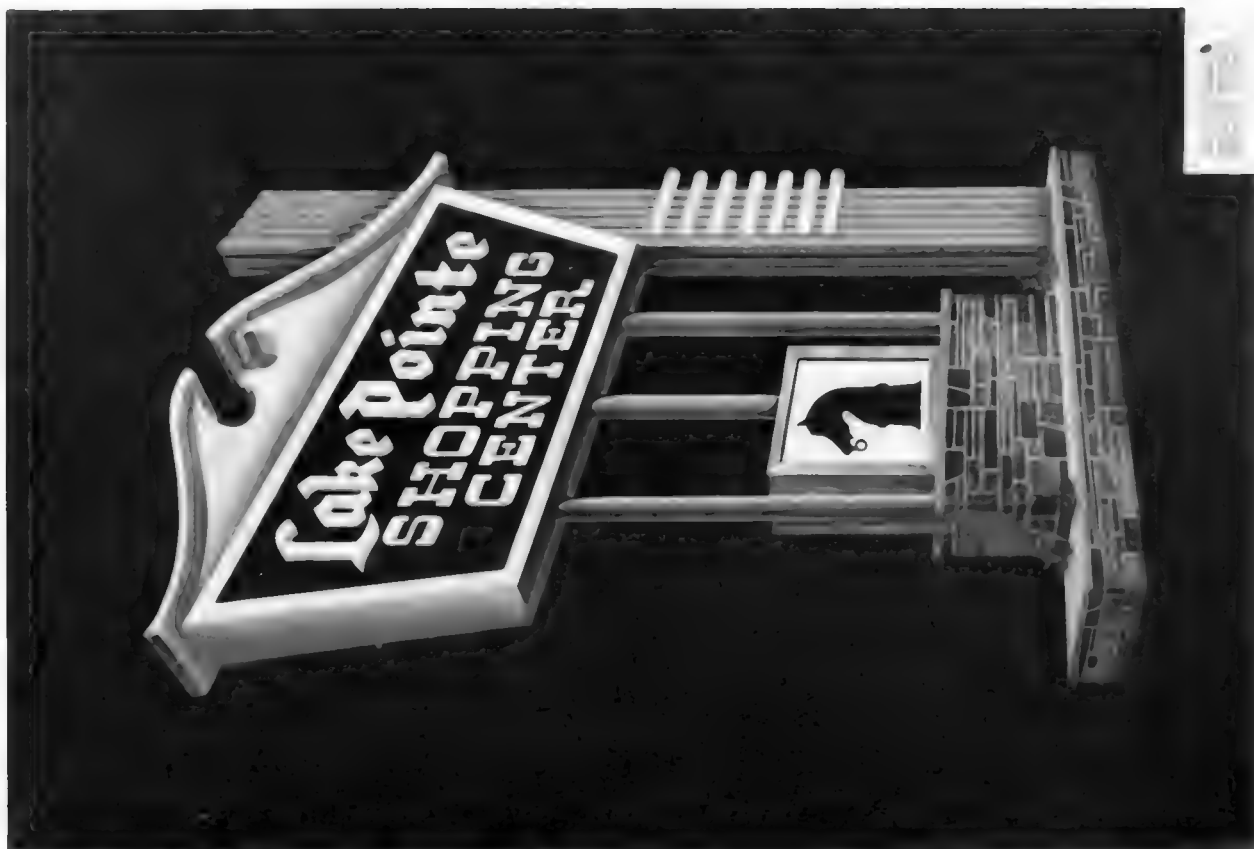
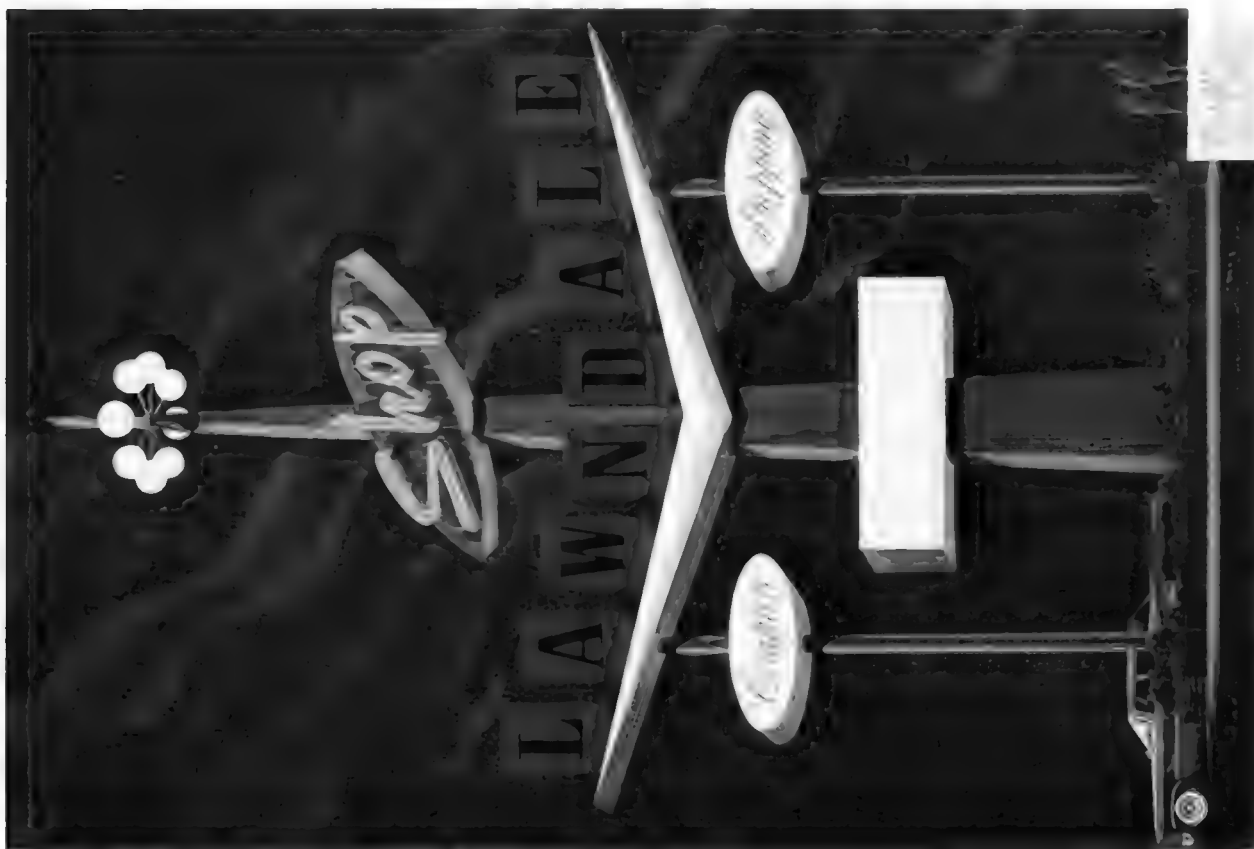




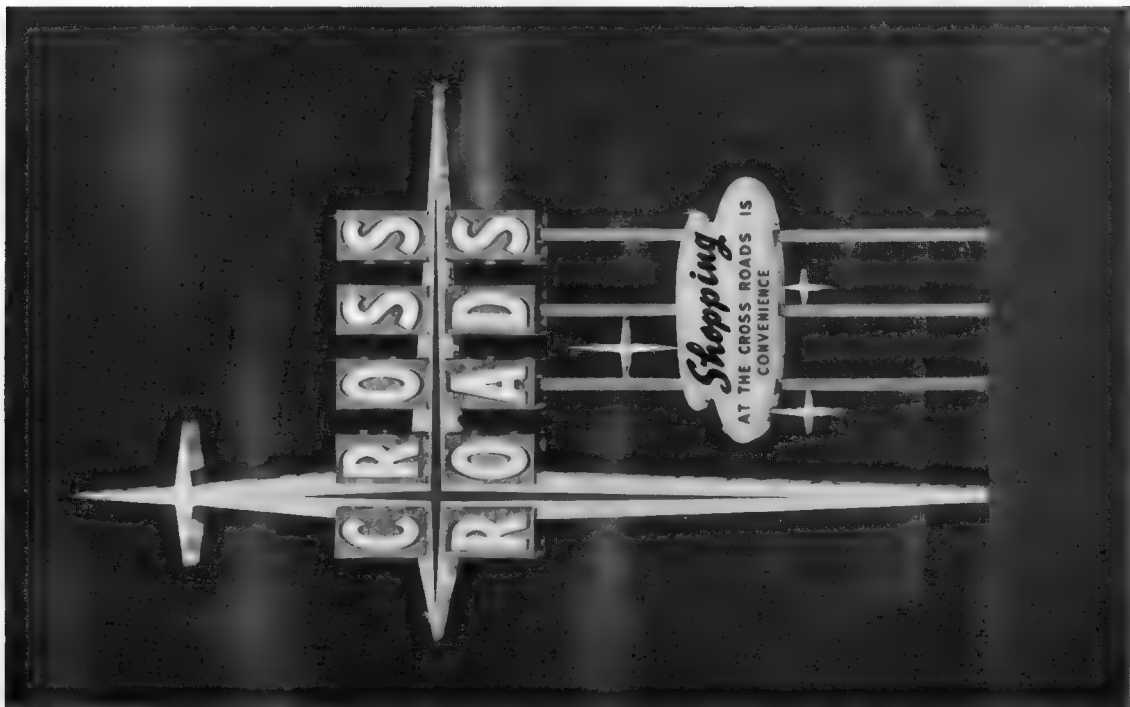
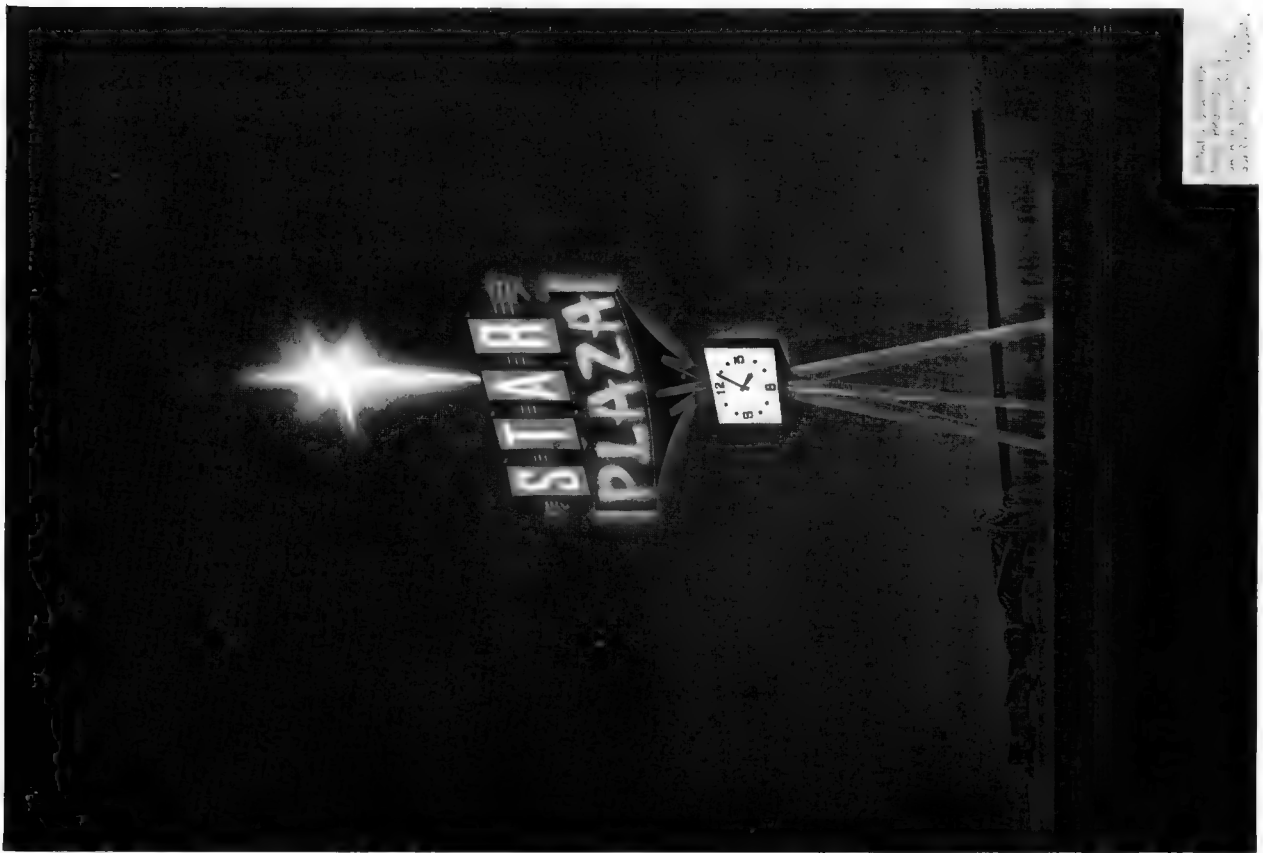






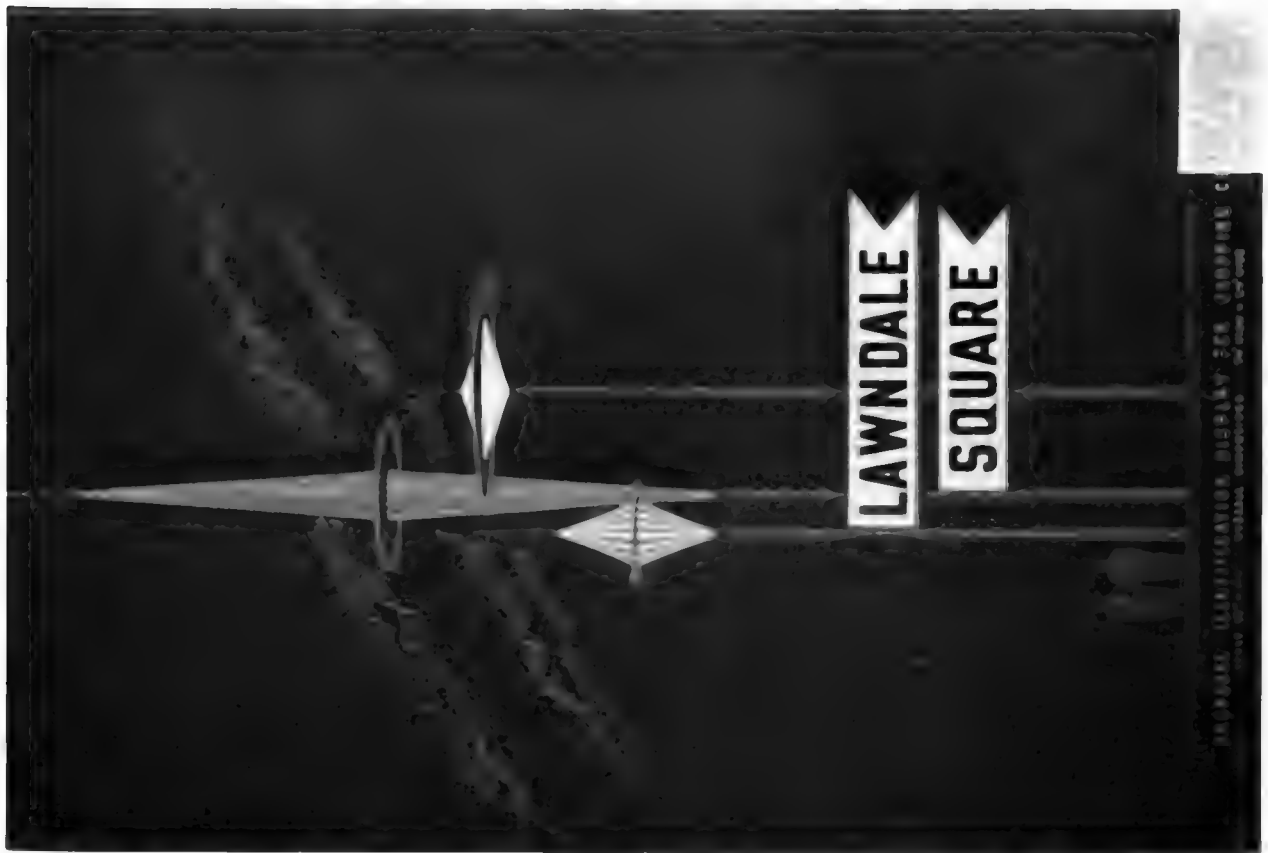


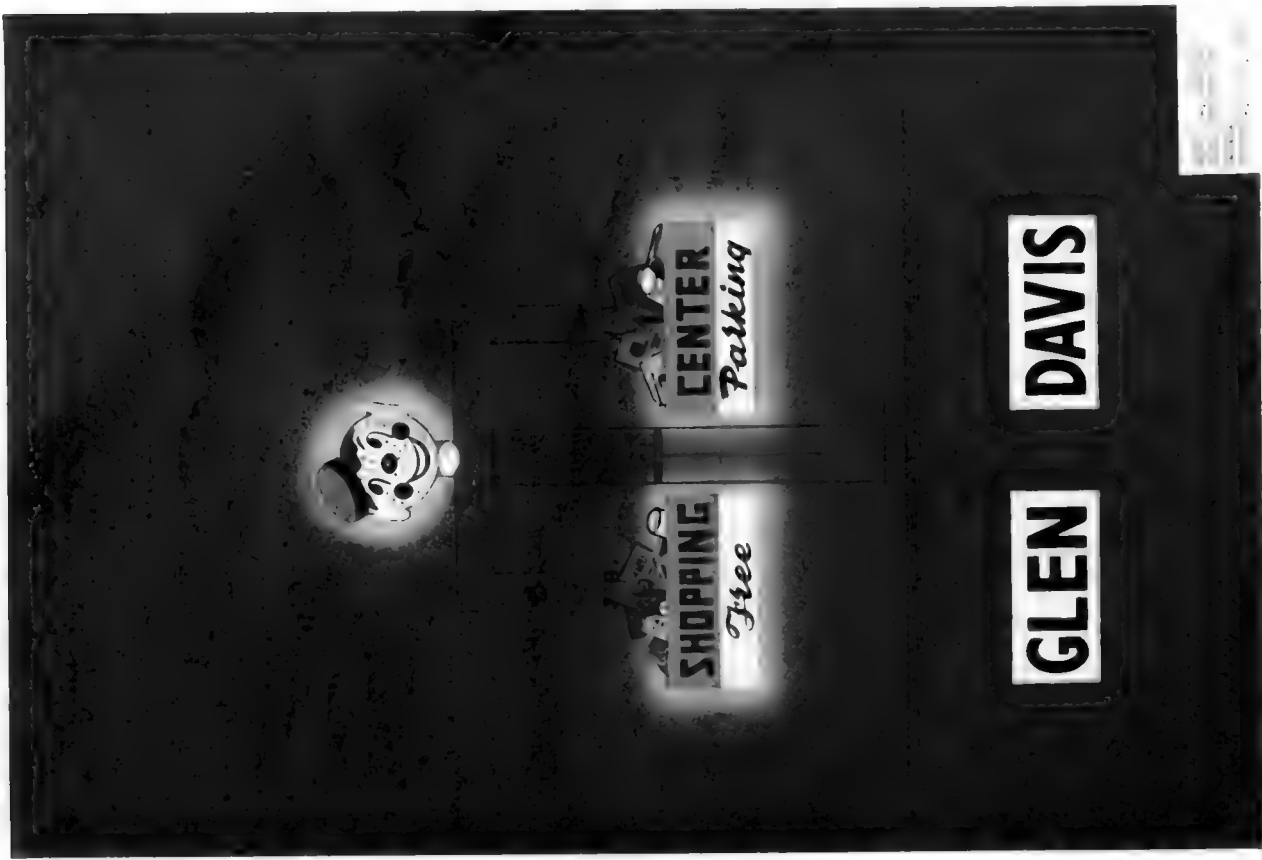


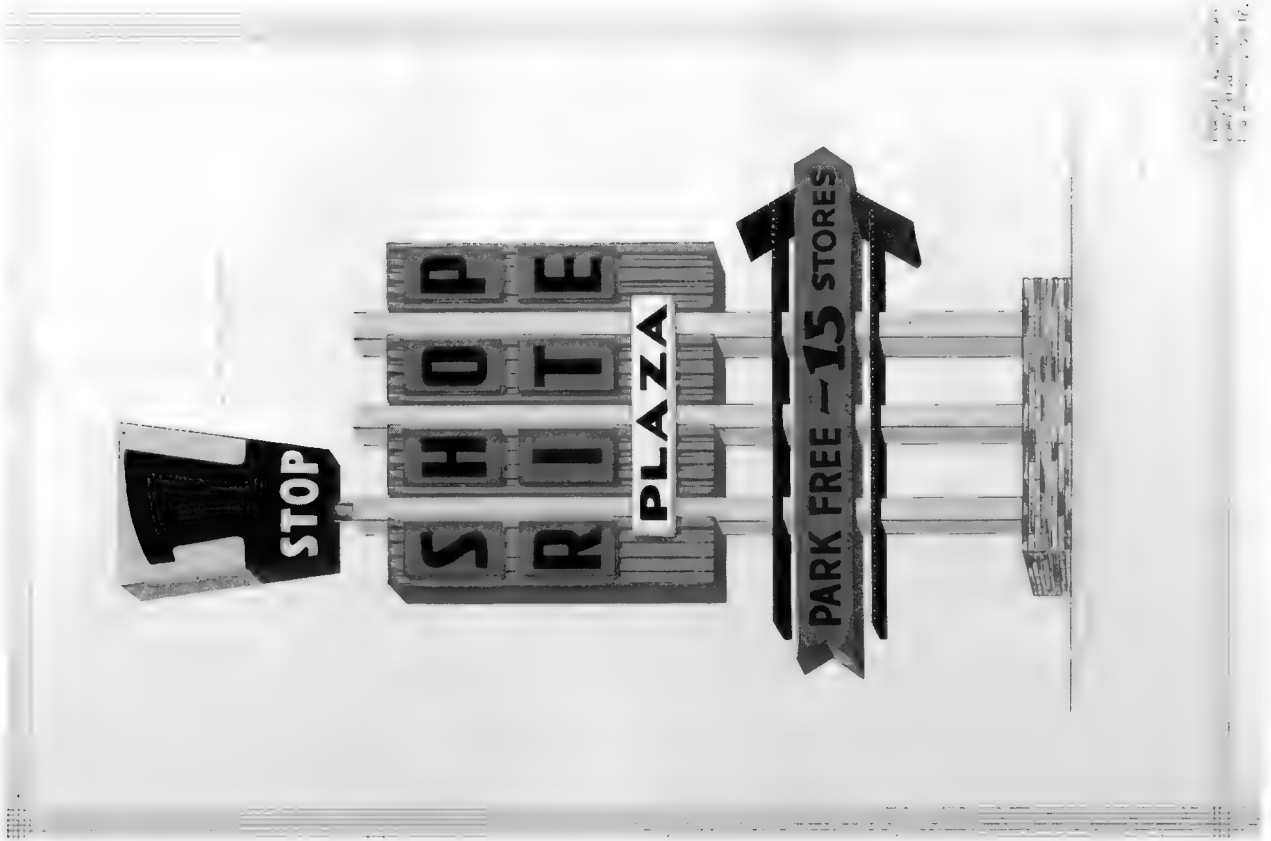




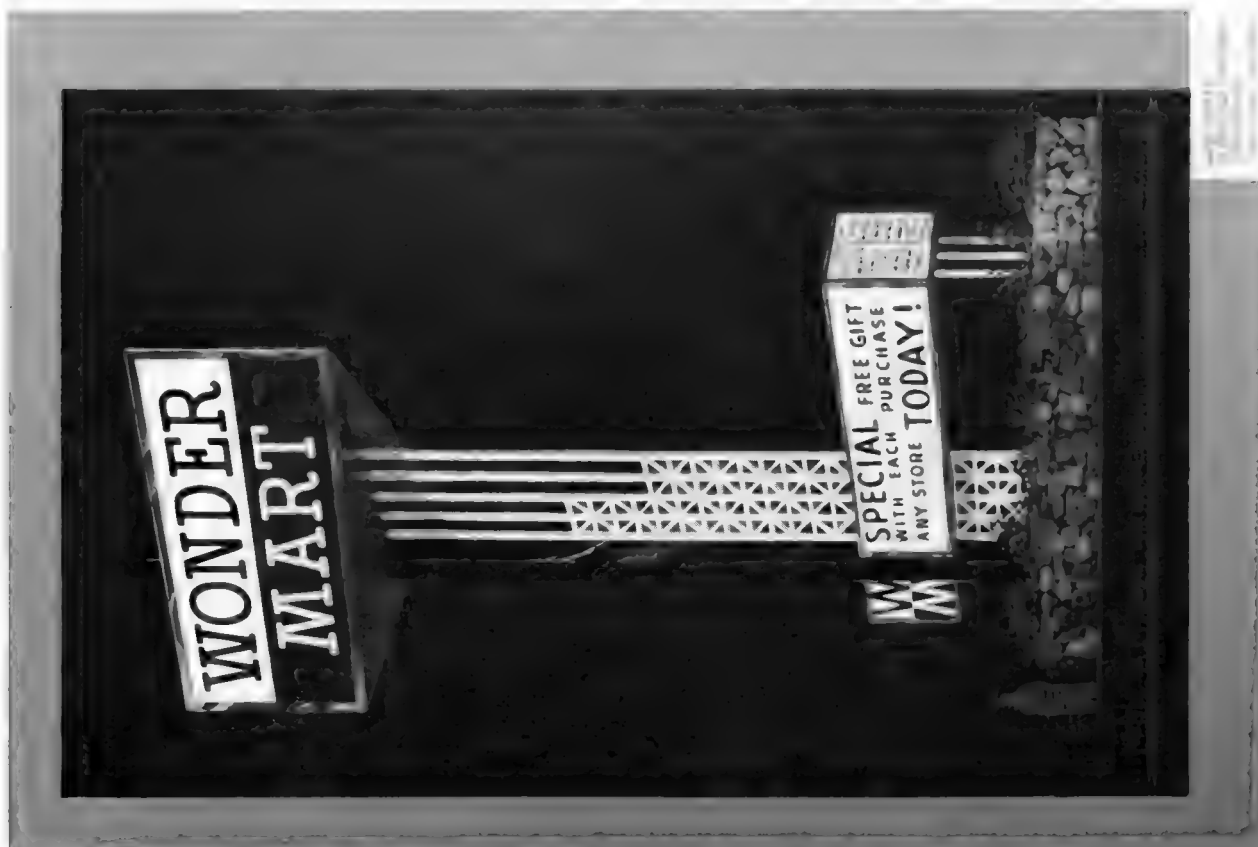




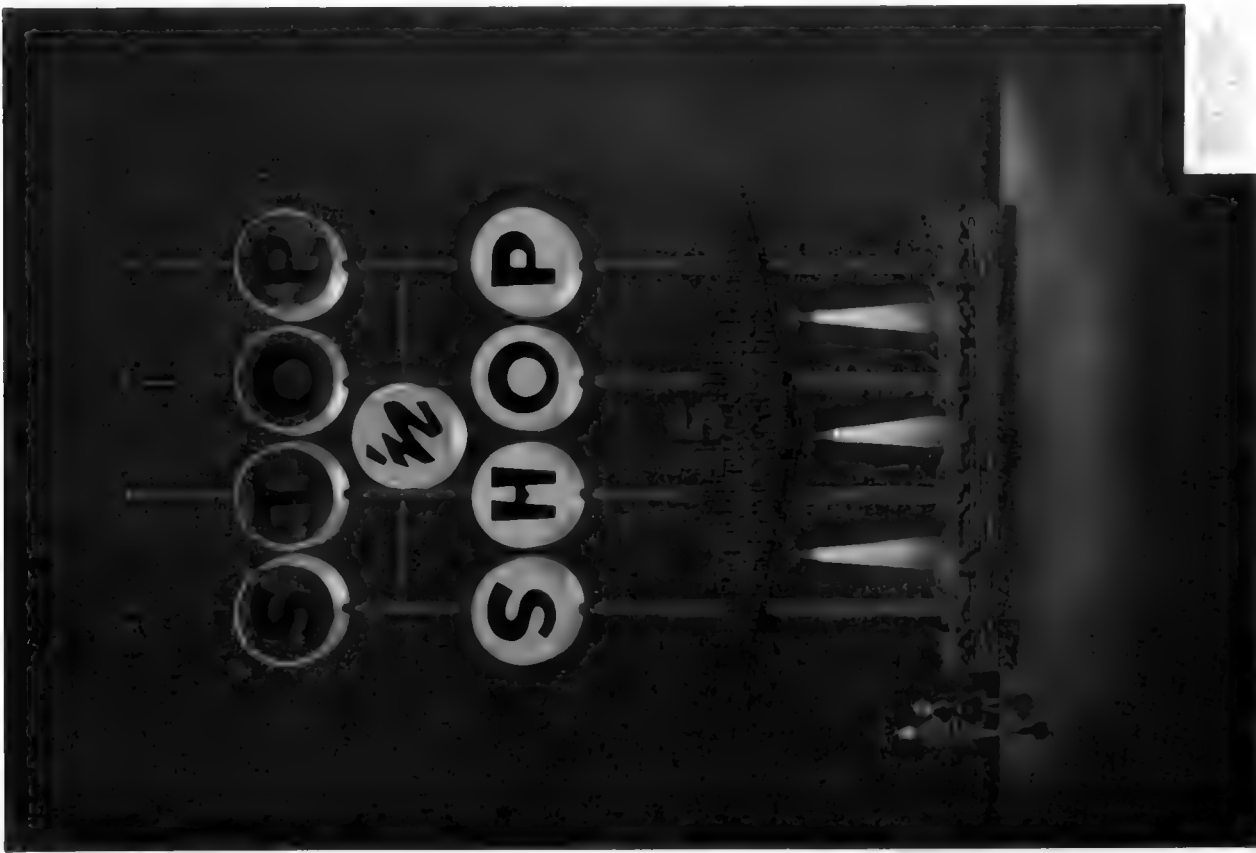


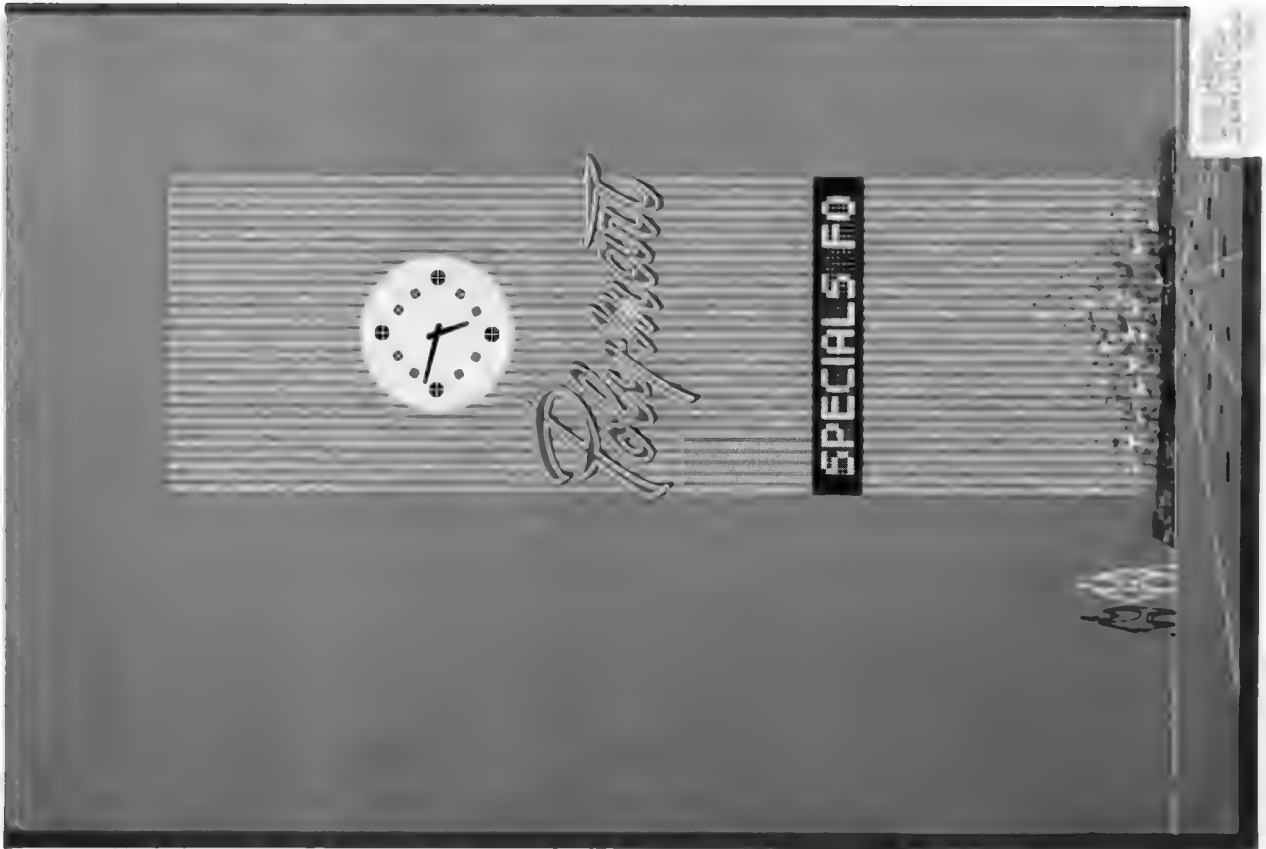




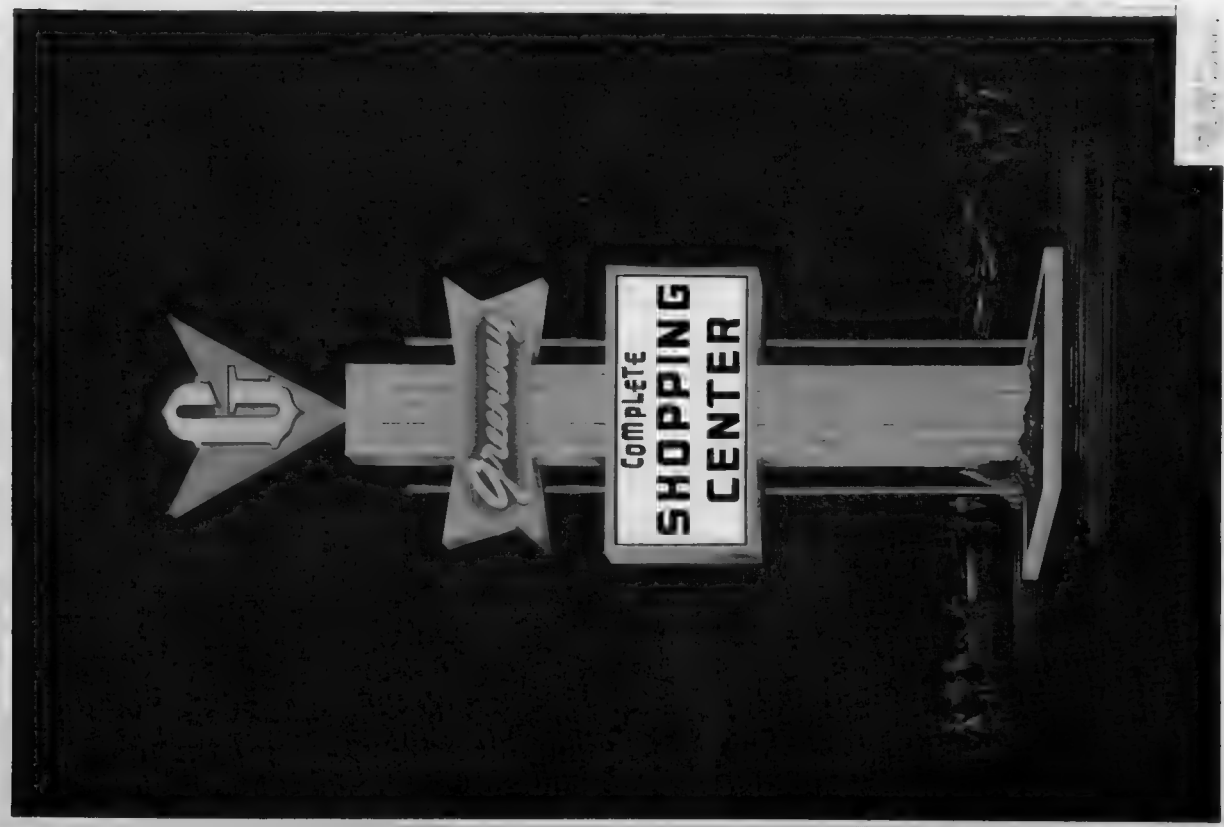




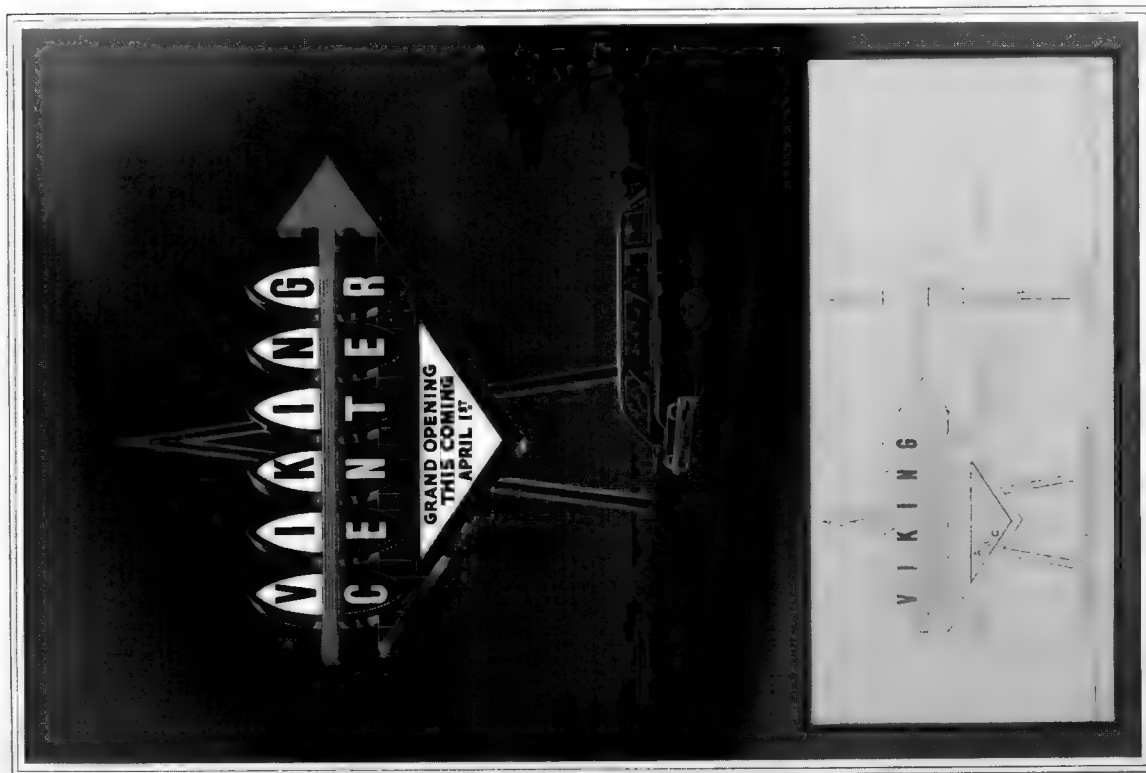




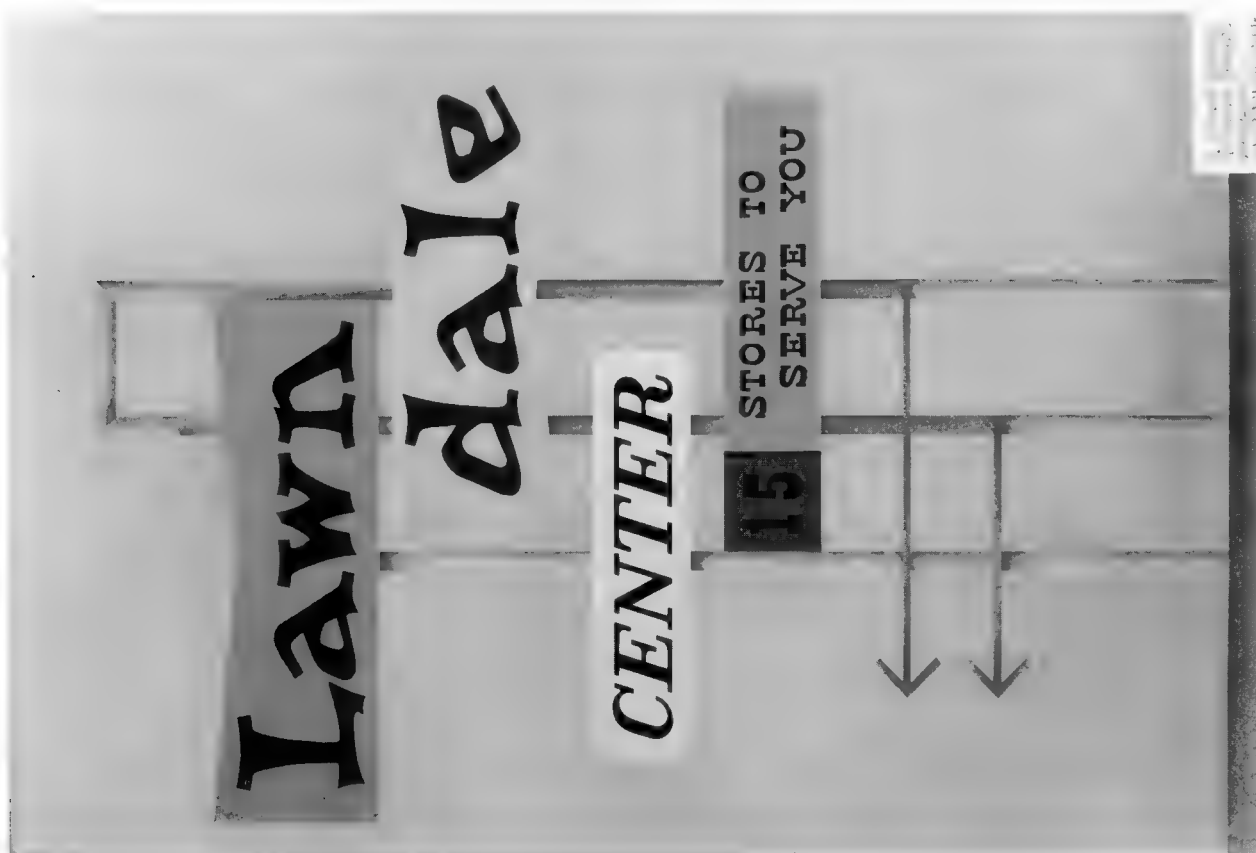






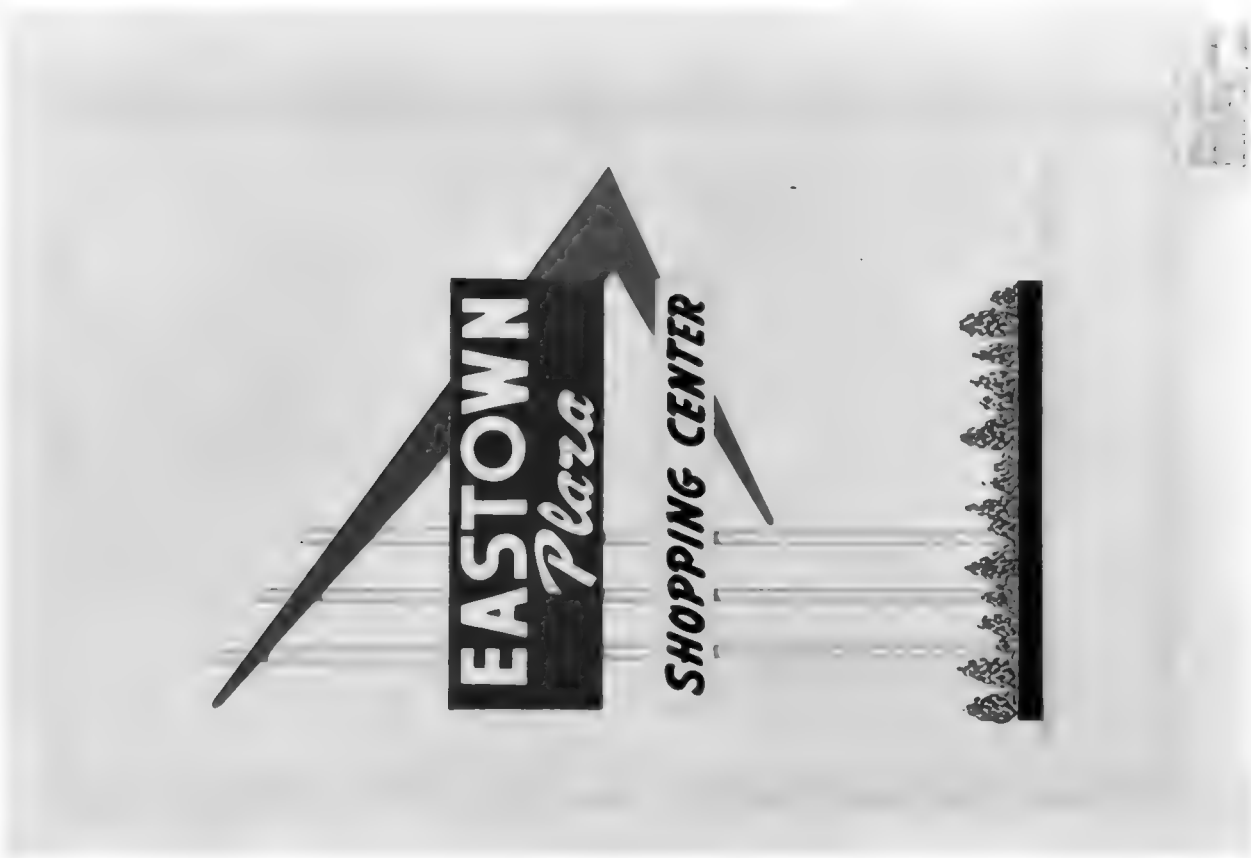


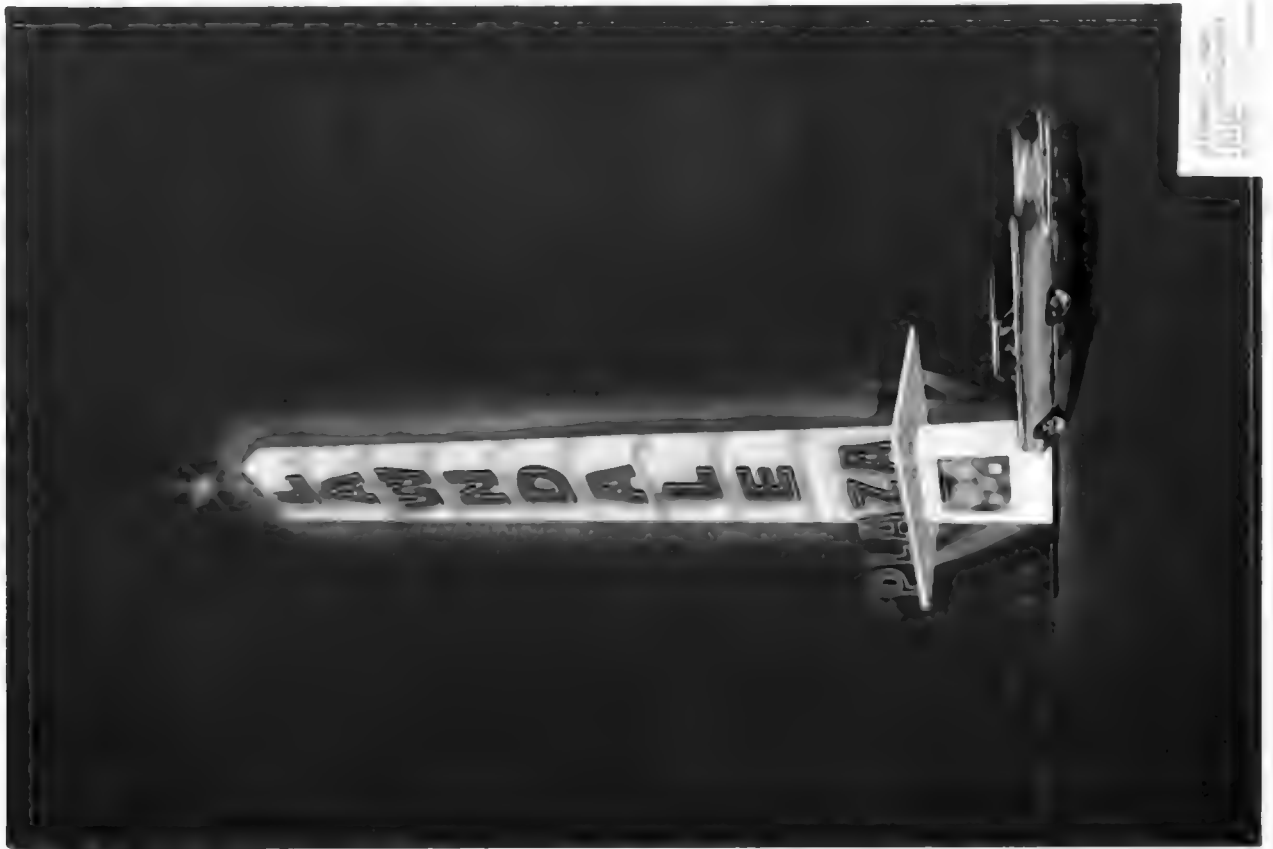
ROLAND ELECTRIC  
3411 N. 13th St.  
MINNEAPOLIS, MN 55412



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3411 N. 13th St.  
MINNEAPOLIS, MN 55412

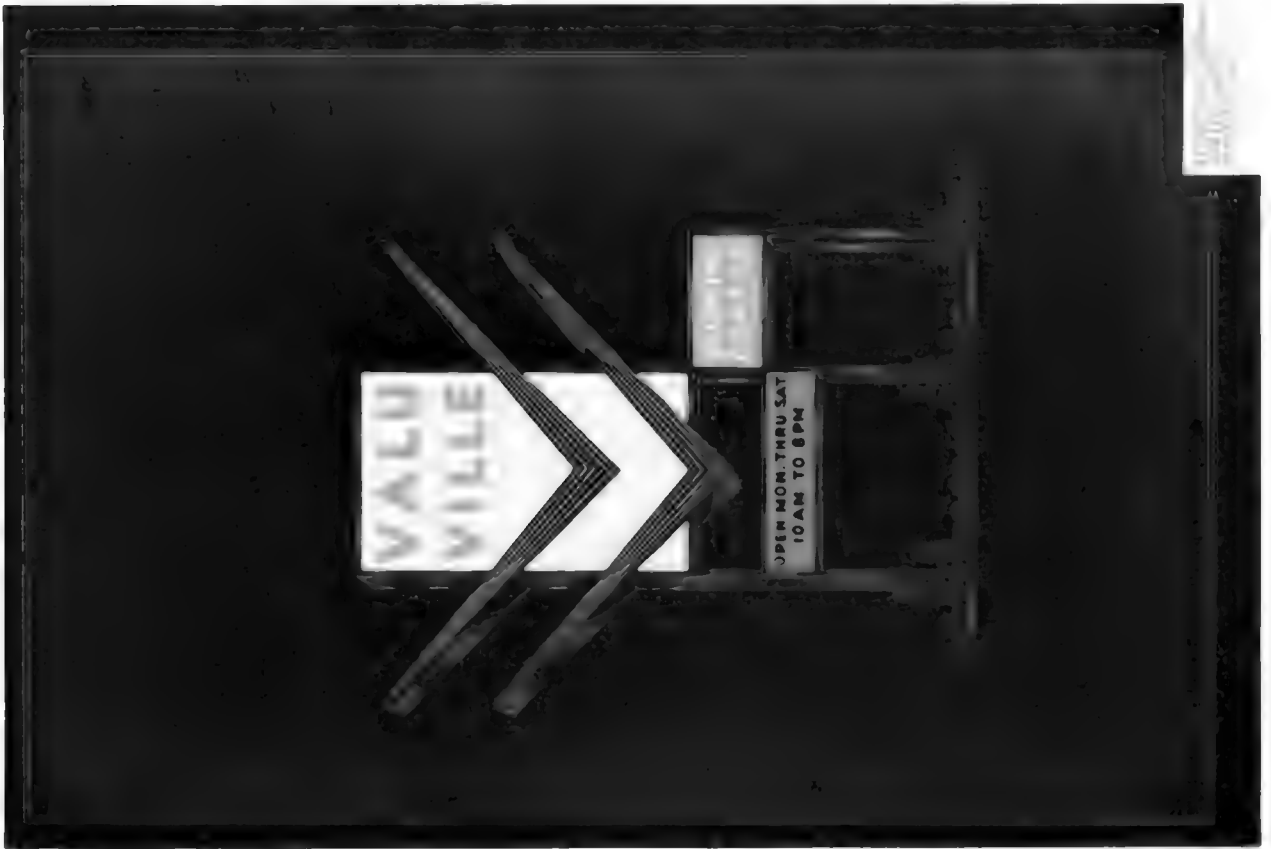


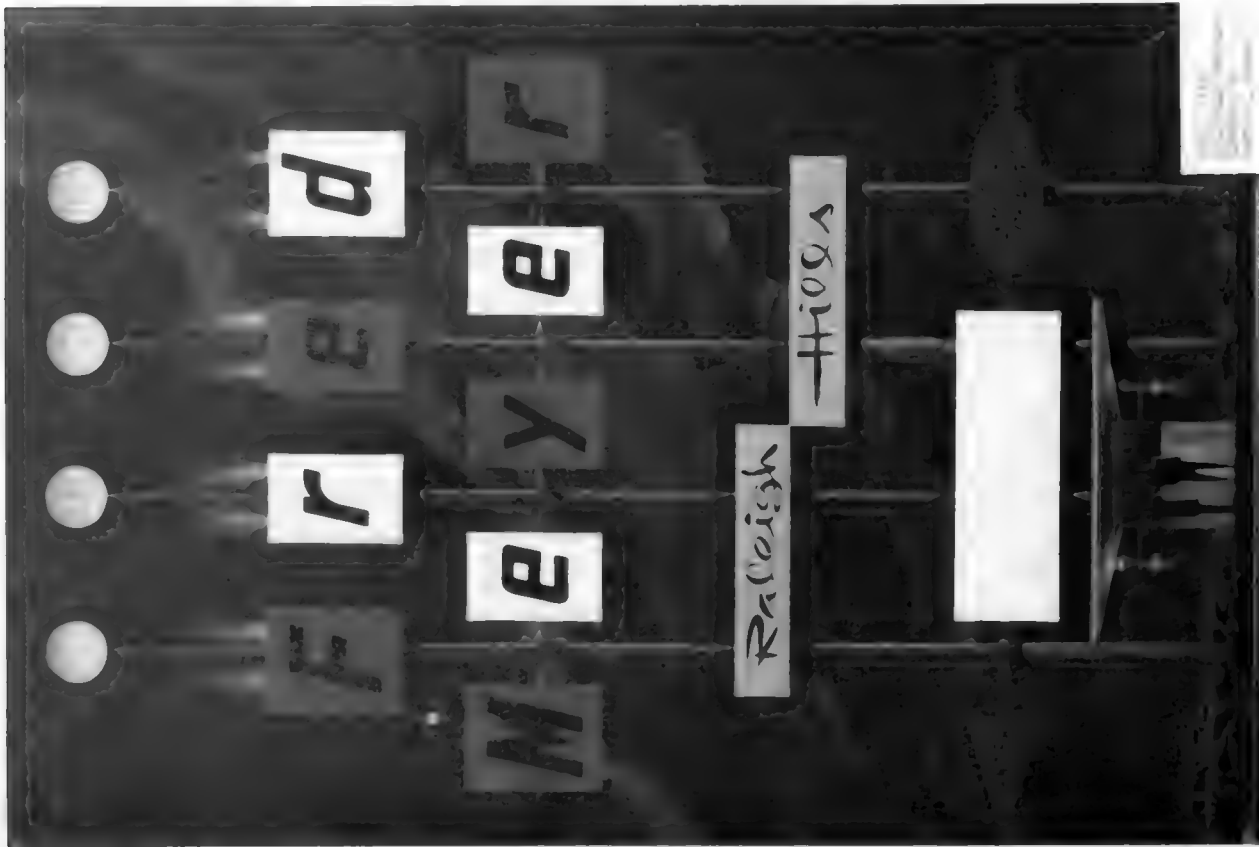
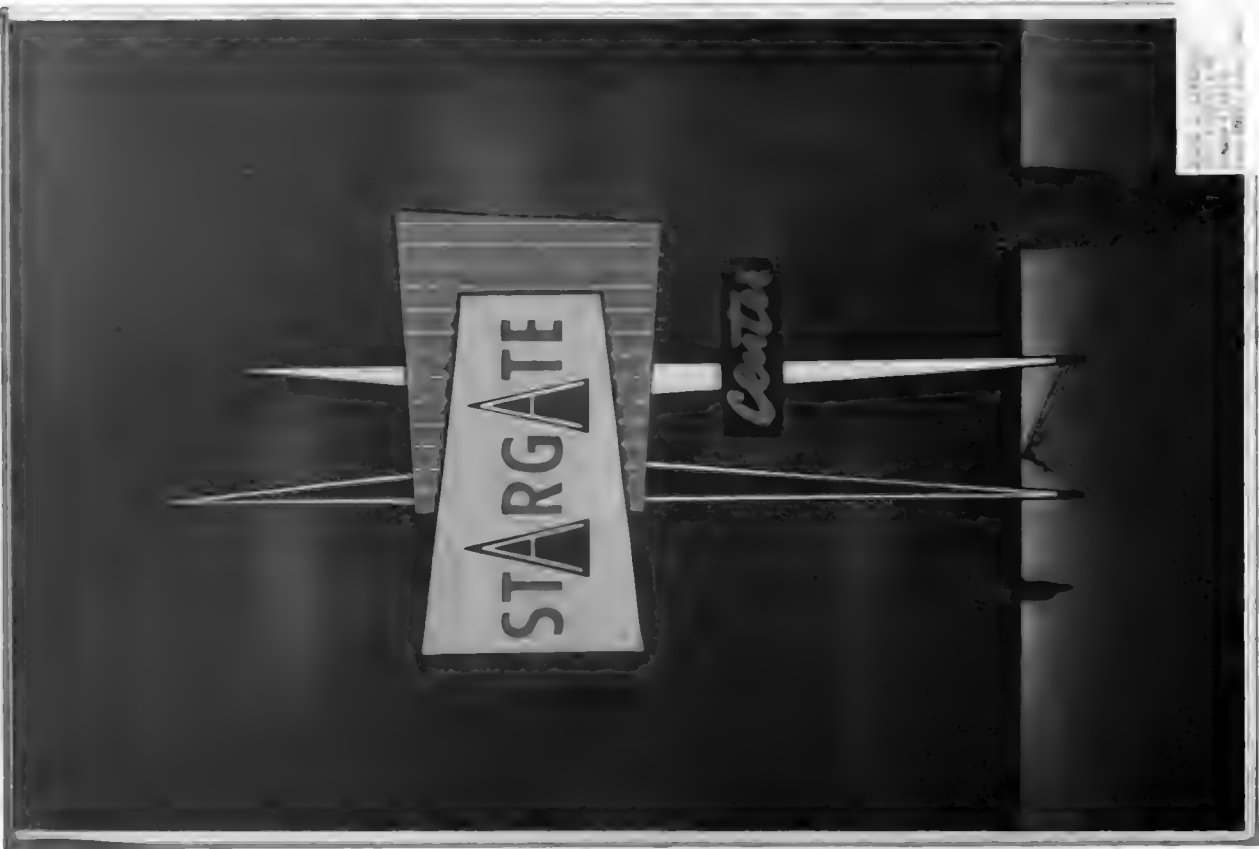


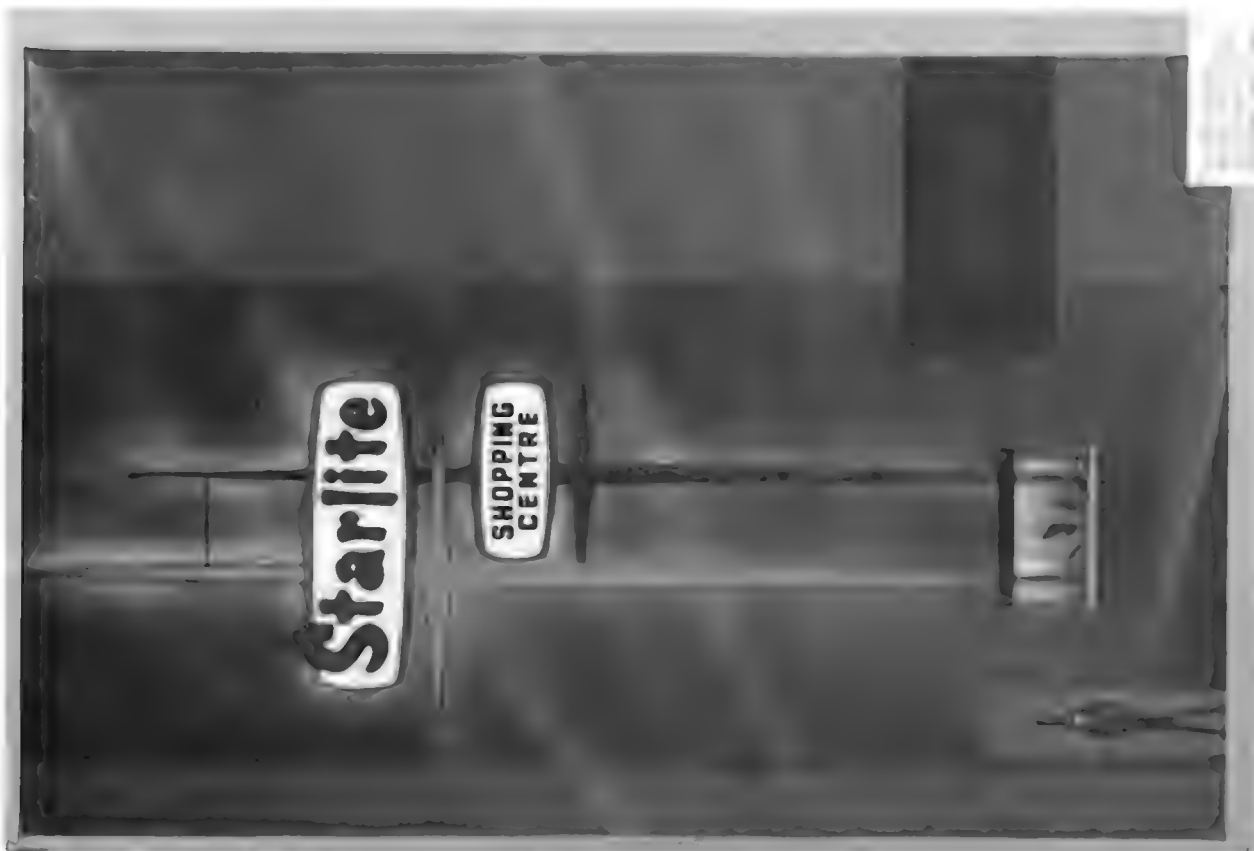




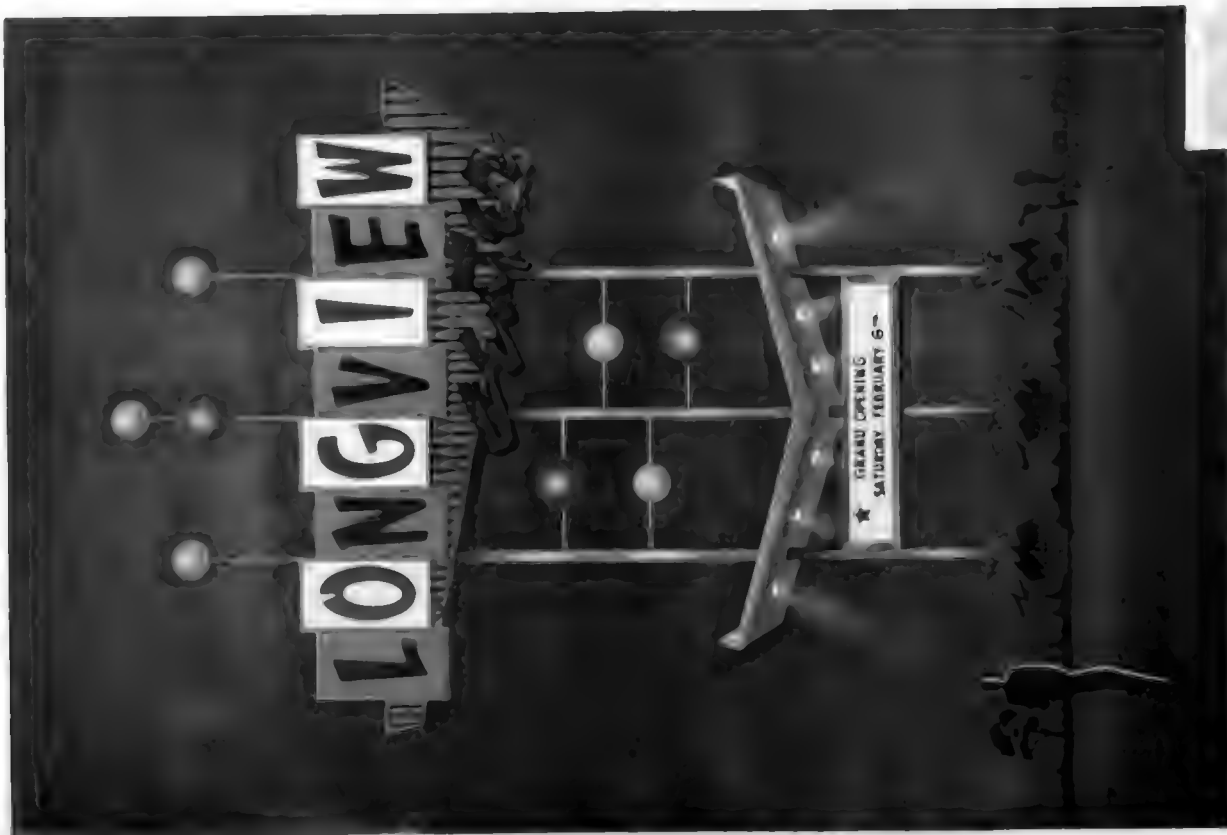
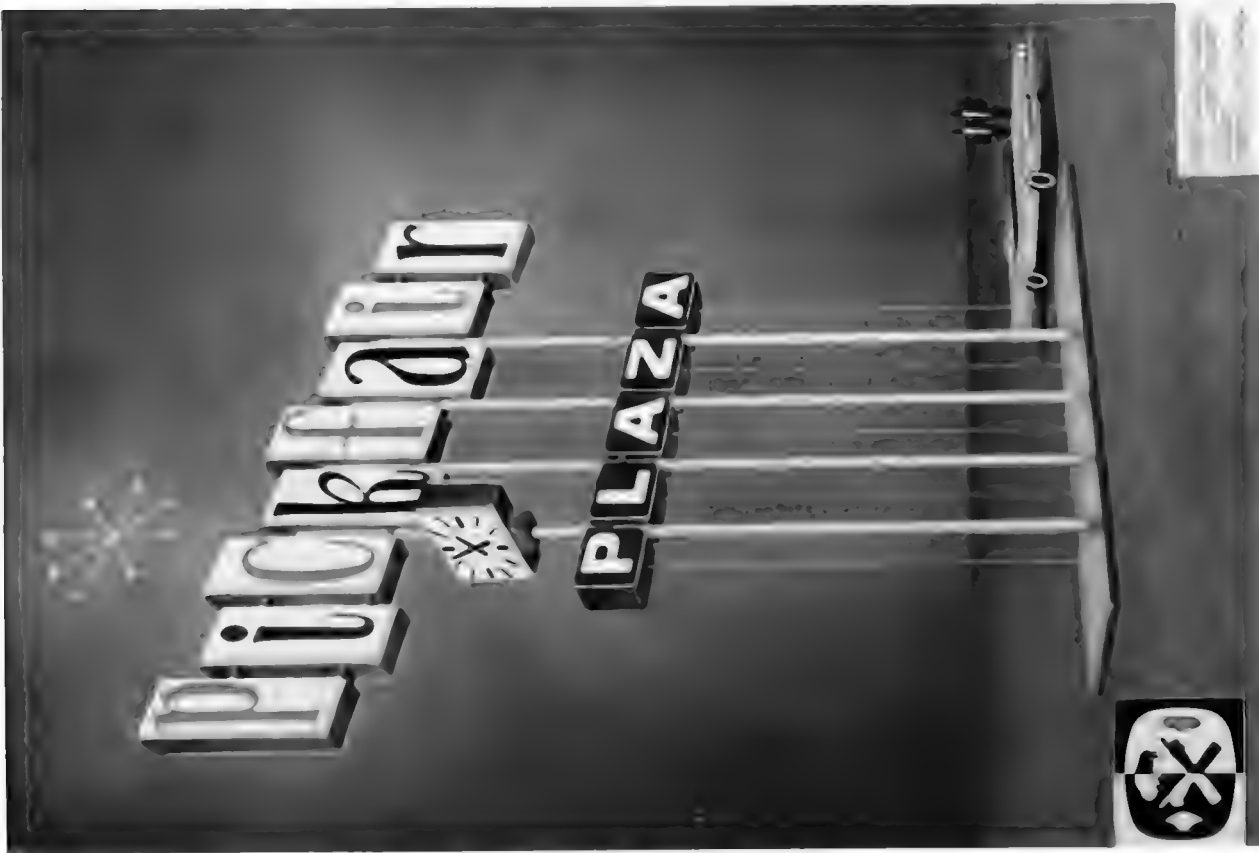
19011 Park Hills  
Seattle, WA 98148  
Phone: 206-361-1111  
Devon Plaza, #12





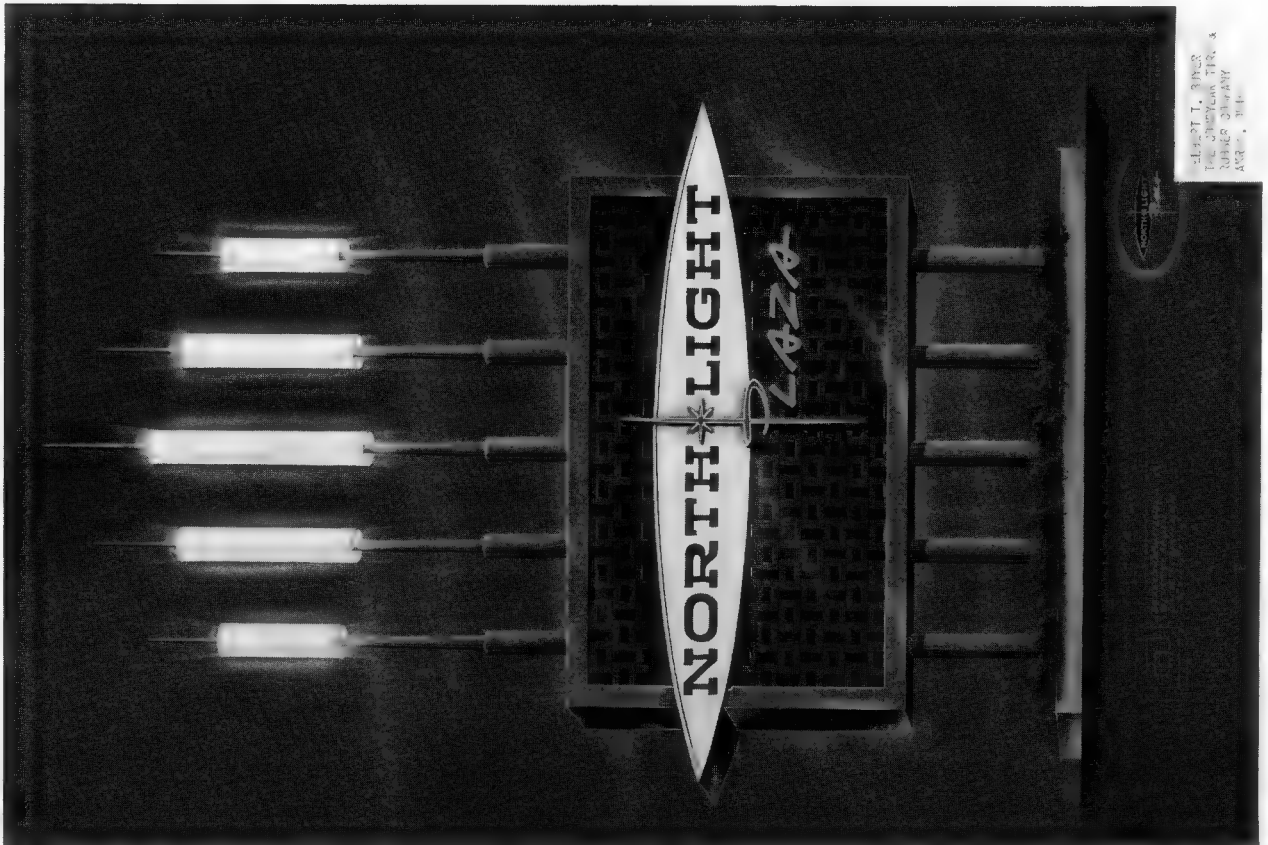




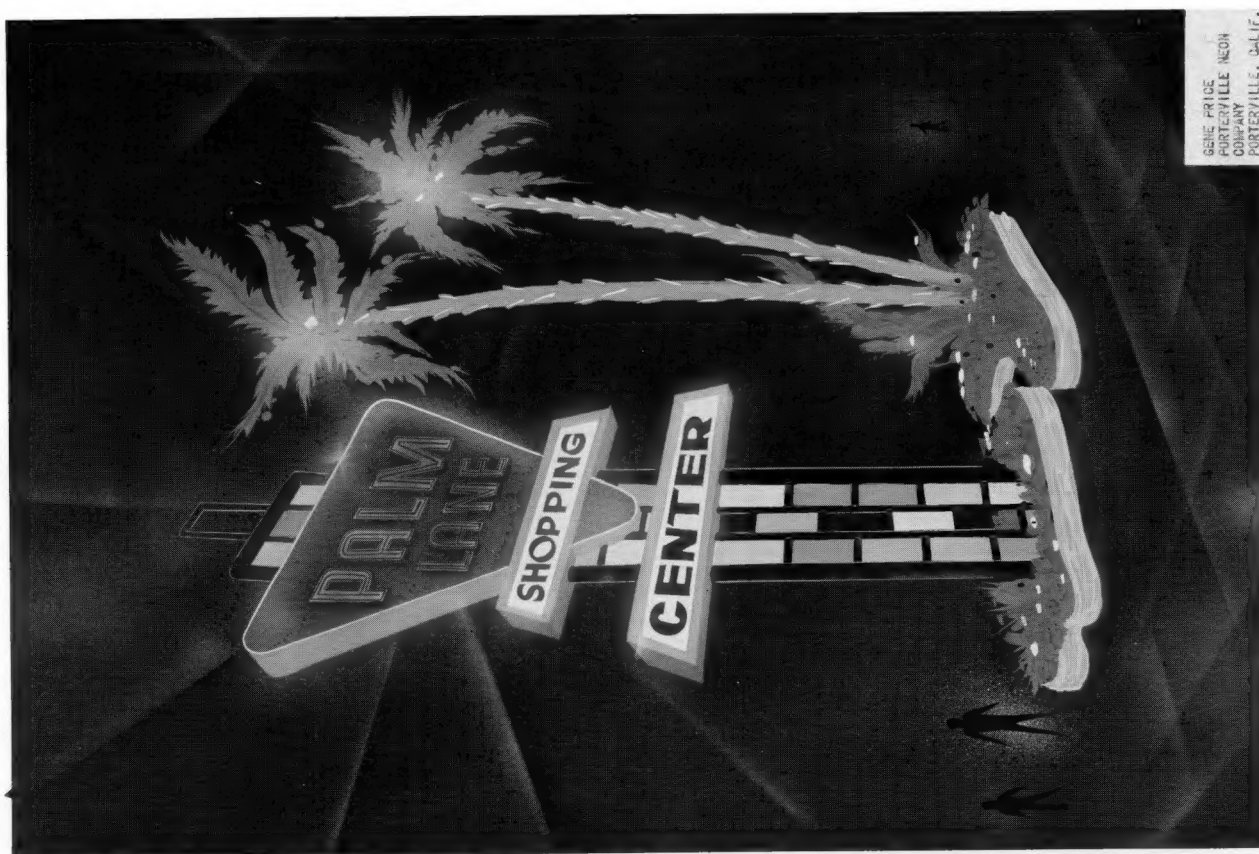




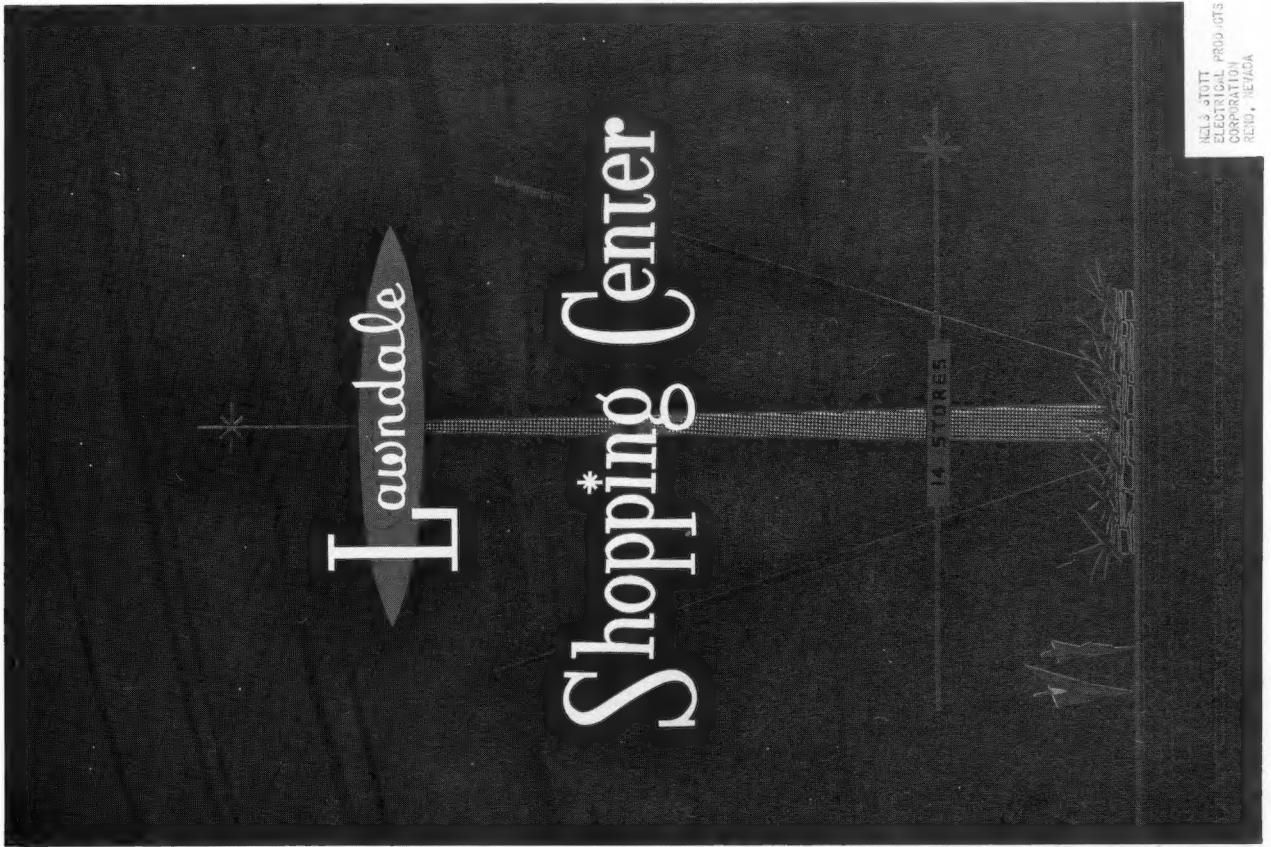
NESA ELECTRIC SIGN DESIGNS  
2000 N. 10th St., Suite 100  
Tulsa, Oklahoma 74104



NESA ELECTRIC SIGN DESIGNS  
2000 N. 10th St., Suite 100  
Tulsa, Oklahoma 74104





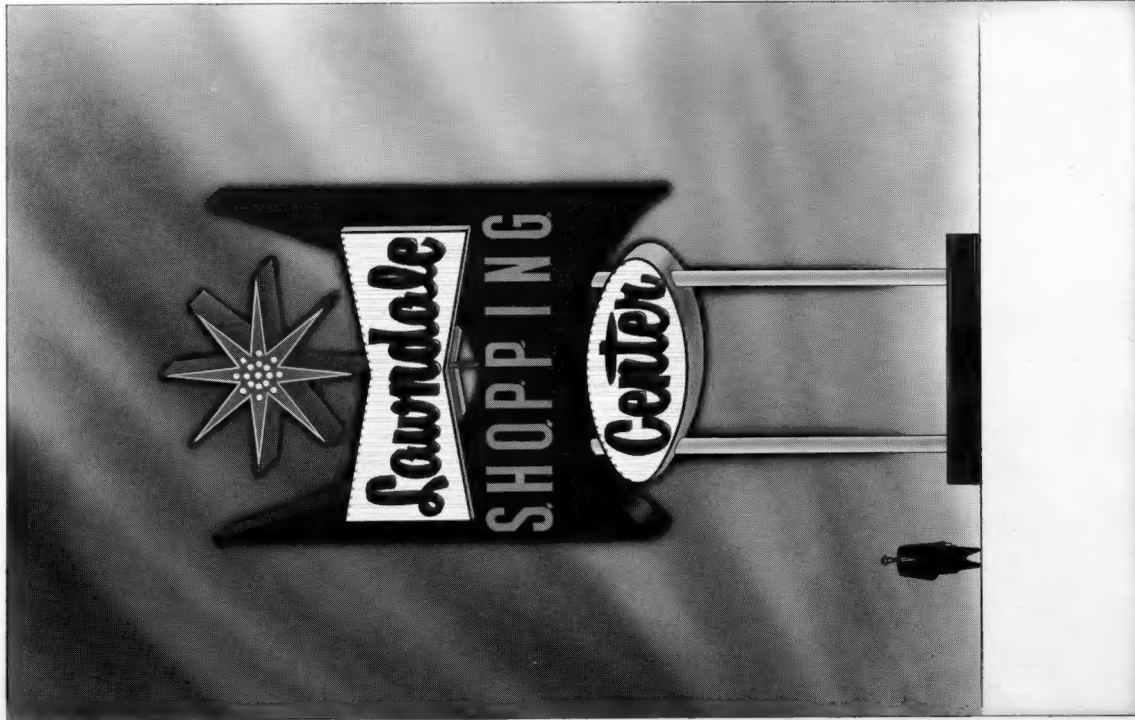


NELSON  
ELECTRICAL PRODUCTS  
CORPORATION  
RENO, NEVADA

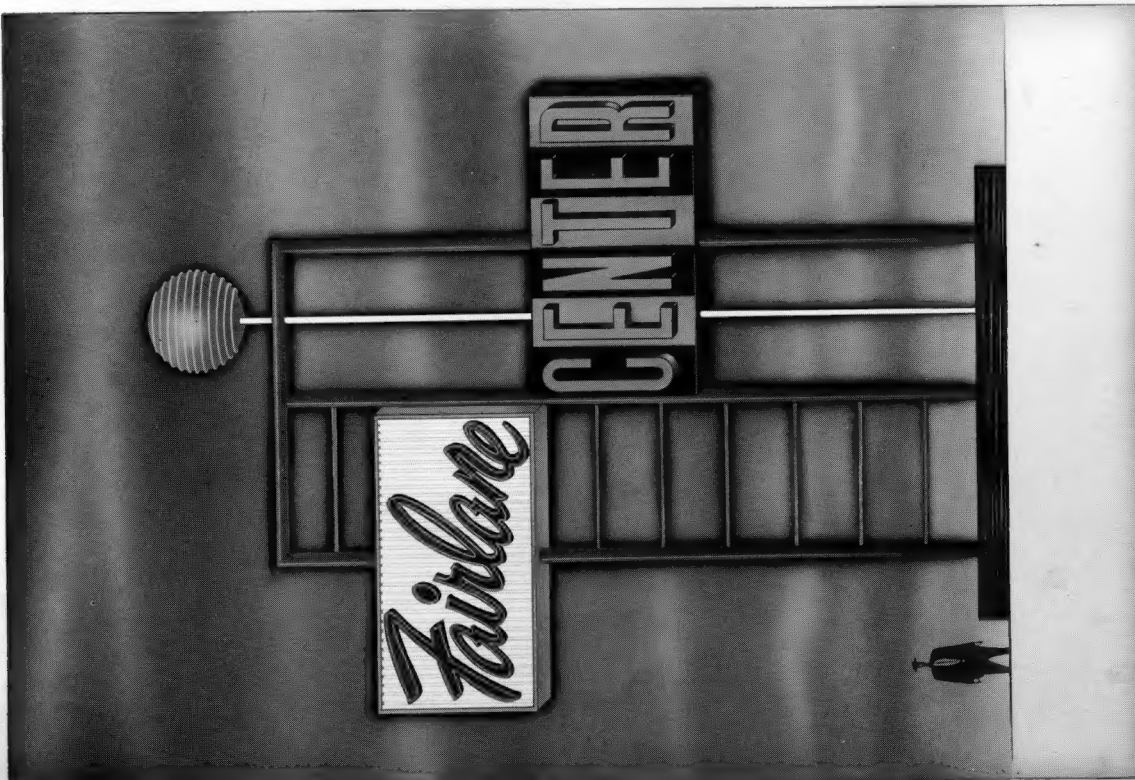


DEAN I. LEMLEY  
THE PAINE SIGN CO.  
COLUMBUS, OHIO

SCALE: 3/8" = 1'-0"  
DRAWING  
BY: J. H. L. & C. L. L. INC.

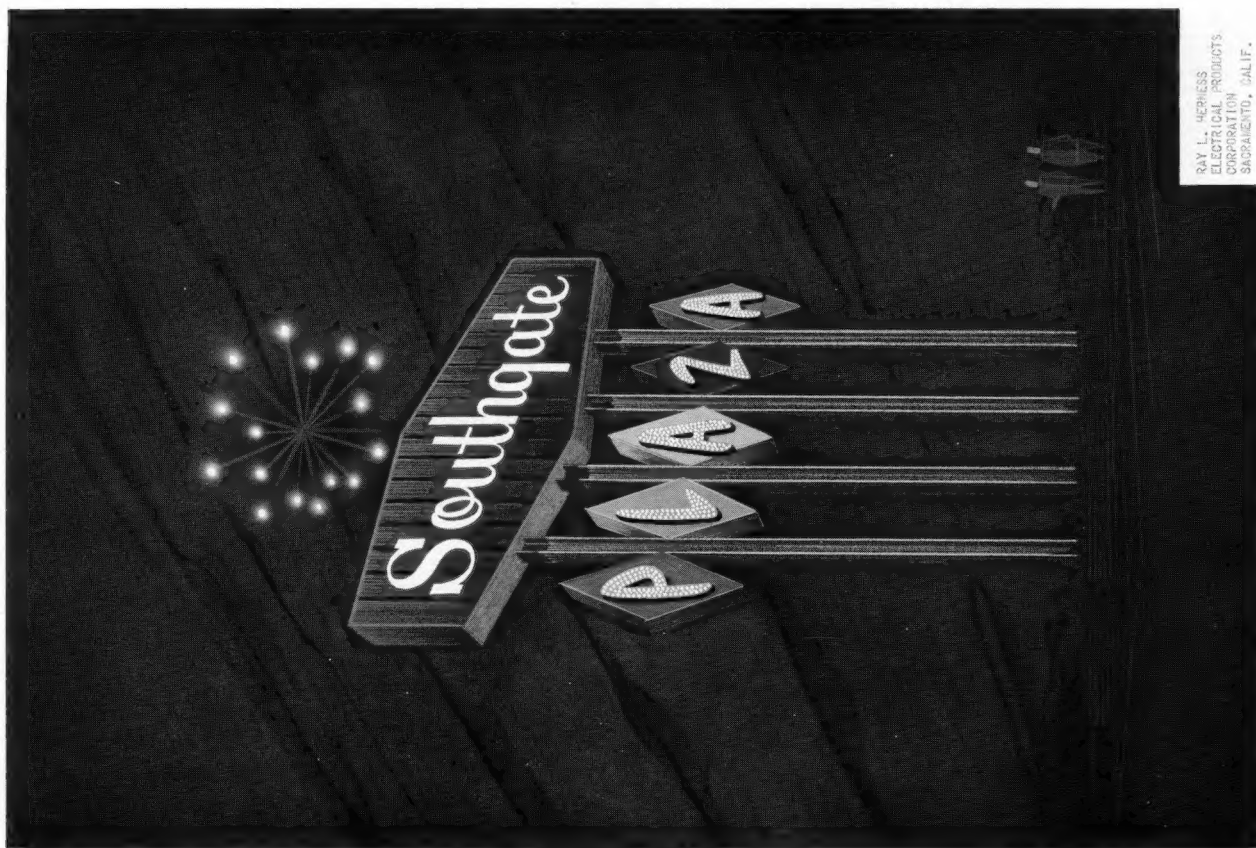


JACK W. LANDIS  
EXCELLART ADVERTISING  
CORPORATION  
FORT COLLINS, COLORADO

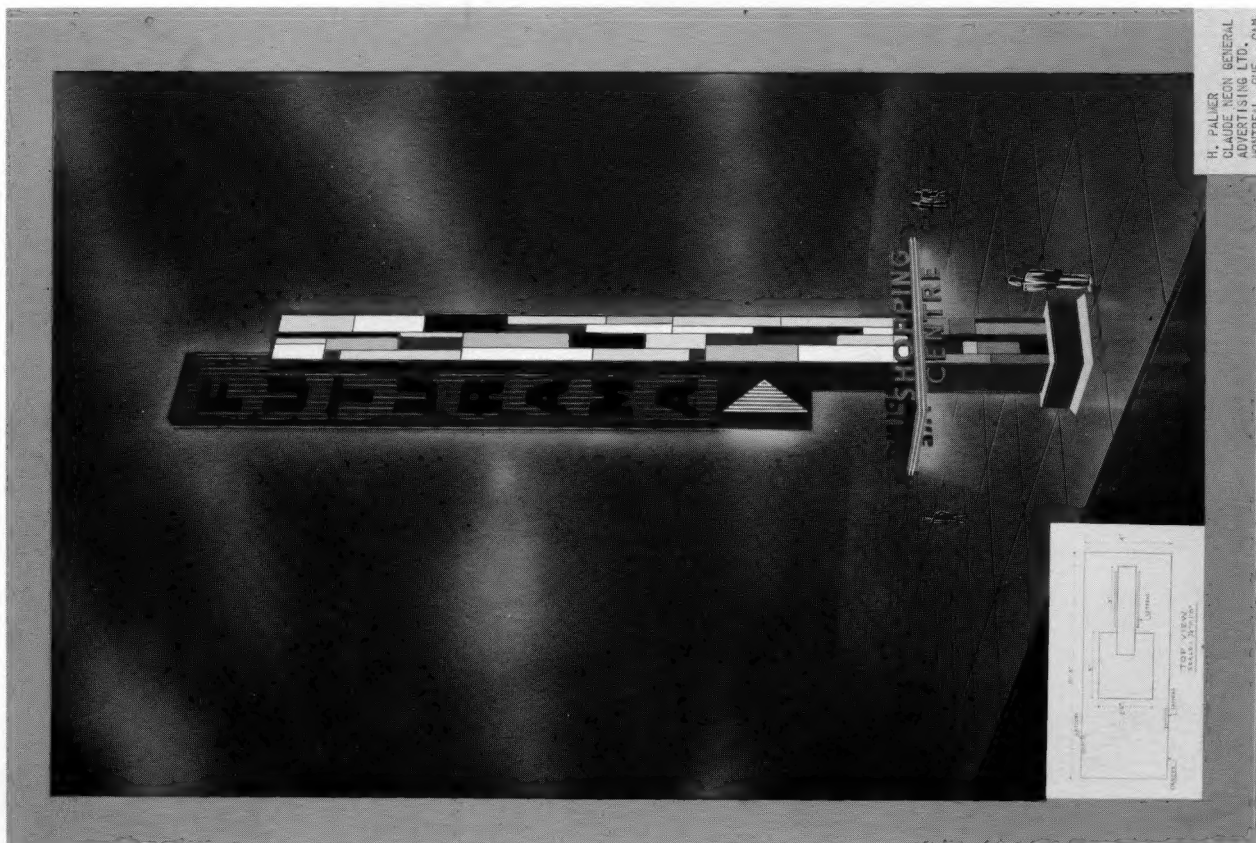


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